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WITH THIS ISSUE...

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No. 179 Dec. 1975

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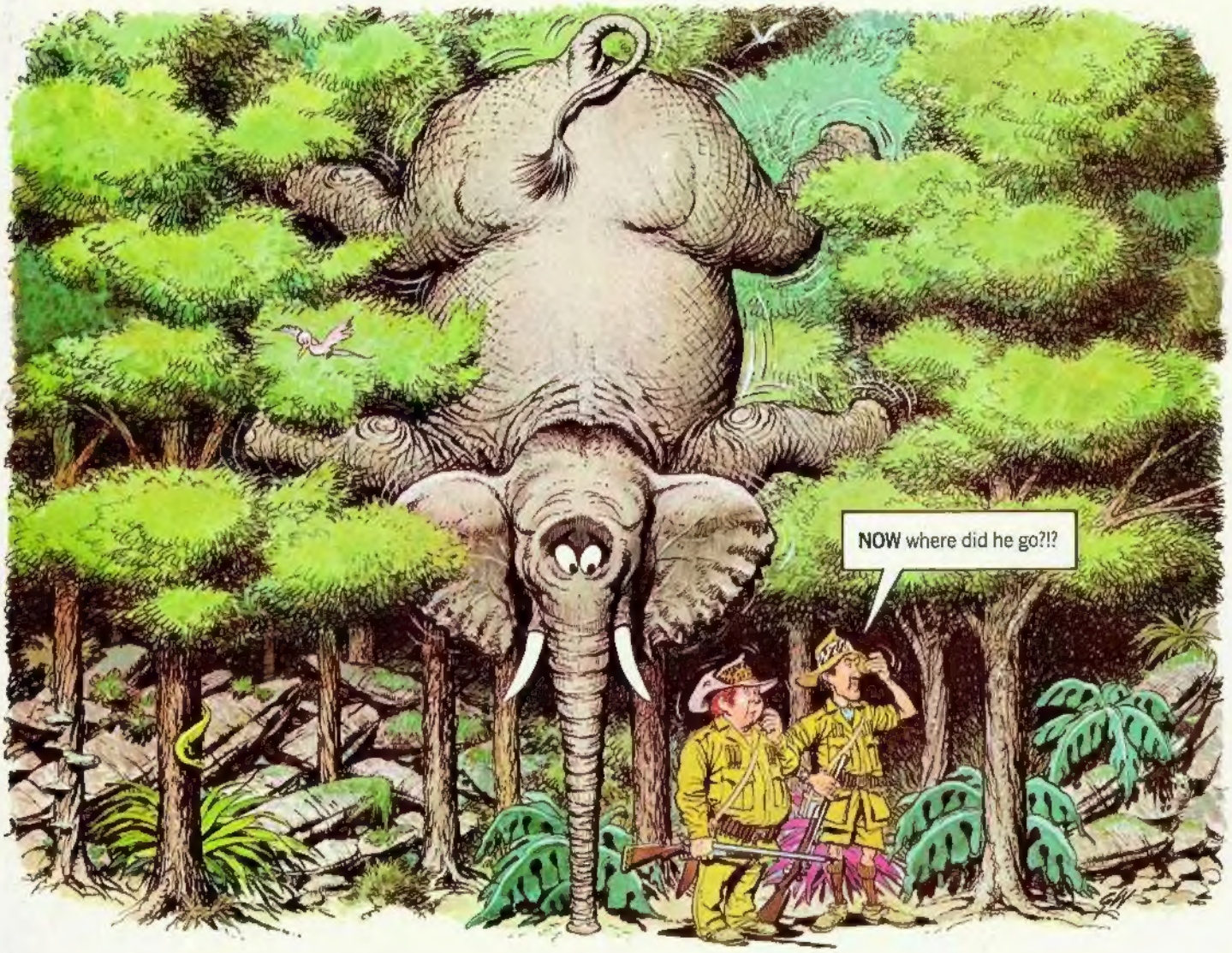
CHEAP SHOT

ANOTHER DAY IN THE JUNGLE



WRITER: DON EDWING ARTIST: GEORGE WOODBRIDGE

NUMBER 179 DECEMBER

MAD

"The early bird gets the worm . . .
but look what happens to the early worm!"
—Alfred E. Neuman

WILLIAM M. GAINES *publisher* ALBERT B. FELDSTEIN *editor*

JOHN PUTNAM *art director* LEONARD BRENNER *production*
JERRY De FUCCIO, NICK MEGLIN *associate editors*
JACK ALBERT *lawsuits*
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DAVID FRAZIER *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

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MAD—Dec. 1975, Volume 1, No. 179. Published monthly except February, May, August and November, by E. C. Publications, Inc., 485 MADison Avenue, New York, N.Y. 10022. Second Class Postage paid at New York, N.Y. Subscriptions: in U.S.A., 20 issues $10.00. Outside U.S.A., 20 issues $12.50. Allow 10 weeks for change of address to become effective. Entire contents copyright © 1975 by E. C. Publications, Inc. The Publisher and Editors will not be responsible for unsolicited manuscripts and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all **MAD** fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence. Printed in U.S.A.

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BROKEN HOMES AND GARDENS MAGAZINE Pg. 21

OBNOXIOUS SPORTS SPECTATOR OF THE YEAR Pg. 27

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BELOW COST!

Yep, if you look below what these full color portraits of Alfred E. Neuman, MAD's "What—Me Worry?" kid, will cost you . . . which is: 35¢ for 1, 75¢ for 3, $1.55 for 9, $3.15 for 27 or $6.35 for 81 . . . you'll find the address where to send your money, which is . . . MAD, 485 MADison Ave., N.Y., N.Y. 10022

LETTERS DEPT.

THE TOWERING STERNO

"Towering Sterno" is a real scorcher!
Robert Jacoby
Wickliffe, Ohio

De Bartolo can be mean as kerosene. He fought fire with a fired-up script!
Kathy Quail
Waretown, N.J.

Irwin Allen's production was no match next to those supreme arsonists, De Bartolo and Drucker!
Connie Kramer
Birmingham, Mich.

Great balls of fire! "Towering Sterno" got me all hot and bothered!
Karen Dalton
Caldwell, N.J.

A blazing success! Thanks for putting it out!
Janice Ford
Grand Rapids, Mich.

After I finished reading it, I set the article on fire. The flames spread to "Cheeko And The Ham." Some kind of poetic justice?
Scott Kafka
Flushing, N.Y.

CHEEKO AND THE HAM

Stan Hart's portrayal of "Cheeko And The Ham" was unerring in capturing the obnoxious hostility of the one and the patient docility of the other. Maybe the network will take heed of this untrue-to-life pairing and get some one really *mean*, like "Baretta," as the "Man's" sidekick.
Lawrence J. Joffee
Long Beach, N.Y.

Hart made a really relevant show much more offensive than it actually is. Only Angelo Torres's caricatures pulled this one out of the greasepit.
Howard Fein
Whitestone, N.Y.

A MAD LOOK AT SUPER HEROES

I laughed so hard at Sergio Aragonés's "A MAD Look At Super Heroes," I completely forgot in which phone booth I made my costume change!
Eduardo Sevilla
Alexandria, Va.

Sergio really brought those Super Guys down to earth!
Jerry King
Kelso, Wash.

SMOKER VS. NON-SMOKER DEVICES

Jaffee's "Devices For Smoker Vs. Non-Smoker Problems" intrigued me. I installed his Ceiling Grid & Attic Blower Exhaust System and his Floor Grid & Cellar Blower Exhaust System in the *same* room. I gave a party, turned on *both* systems full blast and all my guests' clothes were sucked off. Funny, they all forgot about smoking, immediately. Thanks, Al Jaffee!
Michael Koefoed
Virum, Denmark

Warning: Jaffee's Determined To Be Dangerous To Smokers!

There must be a lot of greedy and gullible people descending on the Patent Office with the plans of Al Jaffee's very convincing devices!
Terry Shimmius
Beloit, Wisc.

Al Jaffee seems to have "exhausted" every method of counteracting smokers.
El Elam
N. Augusta, S.C.

HOW MANY MISTAKES CAN YOU FIND?

In "How Many Mistakes Can You Find In This Picture?" I caught another glaring mistake. Mainly, you assigned it to the right artist! George Woodbridge organized a delightful street scene on all levels!
Tom Dunn, Jr.
Philadelphia, Pa.

Regarding "How Many Mistakes...?" by Jacobs and Woodbridge: (26) Construction workers working past 4 o'clock, (27) Cord on the pay-phone is long enough to allow a breath of air outside the "hot-box."
Eddie Faust
Thibodaux, La.

(26) All cars are clean of bird droppings.
(27) The bus stopped at a bus stop.
Dave Siersma
Ferndale, Mich.

Another mistake is that the man cleaning up the collie's mess is using a dustpan instead of a MAD Magazine.
Jeff Wagner
Rosemead, Calif.

MAD X-RAYVINGS

I'll bet an "X-RAYving" of the MAD Office wouldn't be revealing. Your insanity is already out in the open!

Mike Dauphin
Arabi, La.

YOUNG SPORTS ILLUSTRATED

In studying Jack Davis's art for "Young Sports Illustrated," I noticed that he had home plate drawn the wrong way around. Nostalgia dragged me back to MAD (Comics) #2 and Davis's lead story "Hex." Once more, there's home plate with the pointy side out. Could it be that Jack Davis is a great cartoonist but a lousy baseball fan?

Mike Anderson
London, Ont.
Canada

Davis was slated to pitch for our MAD Softball Team. After receiving your info, we changed plans. We were afraid he'd take the mound and face the outfield!—Ed.

Those monstrous fathers who force their kids to play for praise... or humiliation! I put them on a par with those monstrous mothers who shove their kids out on the professional stage to satisfy their own ambitions!

Shirley Probert
San Marino, Calif.

"Young Sports Illustrated" was a grand-slammer! Davis and Koch take the pennant!

Evan Marcus
Riveredge, N.J.

THE MODERN-DAY CARPETBAGGERS

Your trick photographers must have worked overtime on your back cover gem, "The Modern-Day Carpetbaggers"! I don't mean the smug sheiks soaring over the skyline on American currency, though that is an excellent blend job. I mean the trick of making the New York City sky appear as though it's actually blue!

Dan McCauley
Cambria, Calif.

POSTING A REWARD?

Do you give anything to people who have their letters published in your magazine?

Bob Weaver
Cincinnati, Ohio

Yes, valuable space!—Ed.

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Hey, all you PROFESSIONAL POLITICIANS...who promise us everything, but deliver nothing! We're

Hey, all you TV NETWORK PROGRAMMERS...who judge viewers' levels of taste by their own! We're

Hey, all you MADISON AVENUE EXECUTIVES...who sell anything at a price, including integrity! We're

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But mainly...Hey, all you ORDINARY CLODS...who read ads this far...then don't fall for them! We're

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OVER-BRICED SCHMALTZ DEPT.

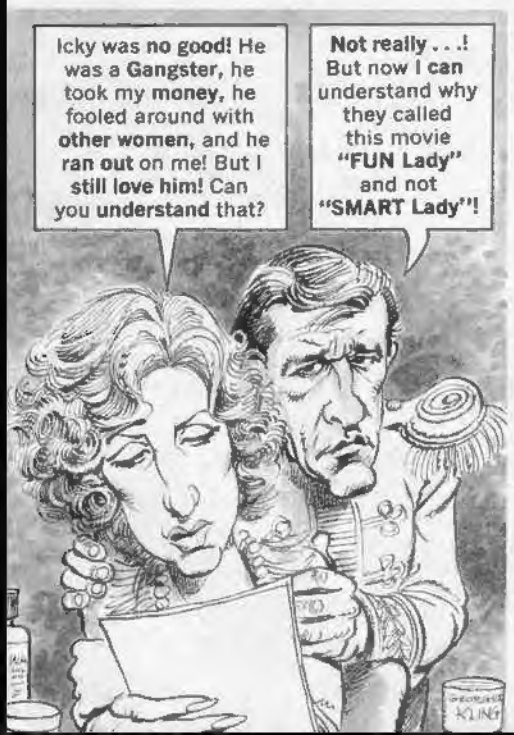
Everyone loved "Funny Girl"... right? Right! And we couldn't wait for the sequel... right? Right! And the sequel would be better than the original... right? Not so fast, Movie-Goers!! As a Public Service, MAD compresses three dull hours of movie into seven dull pages of article with our version of...

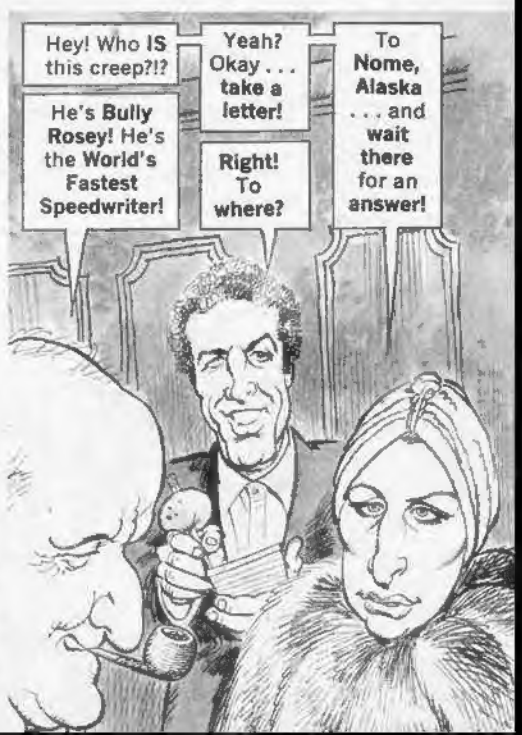
"FU

ARTIST: MORT DRUCKER

N LADY"

WRITER: STAN HART





Funny, underneath his tacky suit, **Bully** really **HAS** something . . .!

Yeah! **Sweat stains** on his **shirt!**

No, I mean **deep down . . . inside!**

There, he has **GAS!**

That's my **DAUGHTER . . .!**

Oh, **now** I see what this picture is going to be **about:** How the **two of you** cope with **life** with **no MAN** around! **Right?**

Wrong! We won't see **her** at **all** in this picture!

How come?

Because she's a **ritzy kid** and I **don't** want her to **associate,** or have **anything to do** with certain kinds of **Show Business people!**

Like **who?**

Like **ME!!**

Listen . . . I'll let you record this **great new song** I wrote . . . if you're **nice** to me!

I don't need **you!** You're just a **small-time chiseling punk!**

Okay . . . that's **nice enough!** Now . . . I get 75% of the first 50% of the profits, after deducting 35% of the first royalties plus 100% of all promotion costs and overhead!

And what's **my part** of the deal?

You invest **$10,000** and we're **even!**

And if I **refuse?!?**

You can get **out** of the deal **now** by paying me **$15,000!**

You're **some hustler!** I'll bet you'd even sell me your **Grandmother!**

Never! That'd be **unethical!** Mainly because I **already** sold her to **Robby!**

Didn't you **know** about that . . . ?

Do you think I'd let him talk me into being in a **show** of **HIS?!?**

I couldn't say! He just sold **ME** two tickets for **Opening Night!**

You must be **out of your mind!!**

In that case, I'll just take my **Psychiatrist!**

BULLY ROSEY PRESENTS
A NEW BULLY ROSEY MUSICAL
WITH
SONGS BY BULLY ROSEY
LYRICS BY BULLY ROSEY
BOOK BY BULLY ROSEY
AND FEATURING
BULLY ROSEY'S NEW STAR
FUNNY BRISS

Hi, Funny! **Come in!** I **KNEW** you couldn't say "No!" to being in my new show!

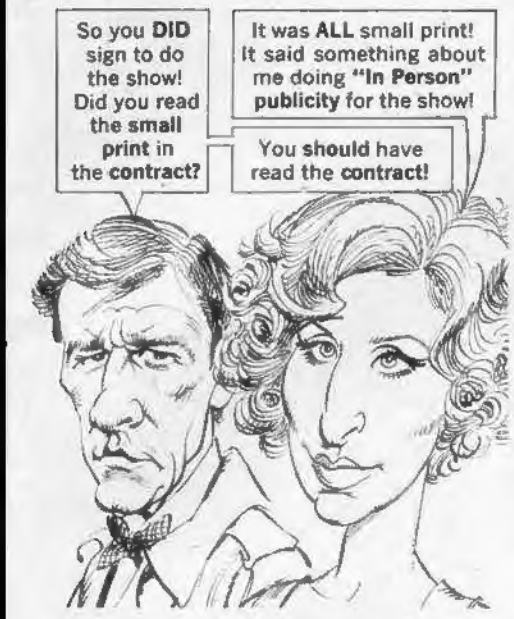
You **never asked** me!

That's how I **knew** you couldn't say "No!" Now, here are my terms: I let you star in the show, and **you** pay **me** $5000 a week!

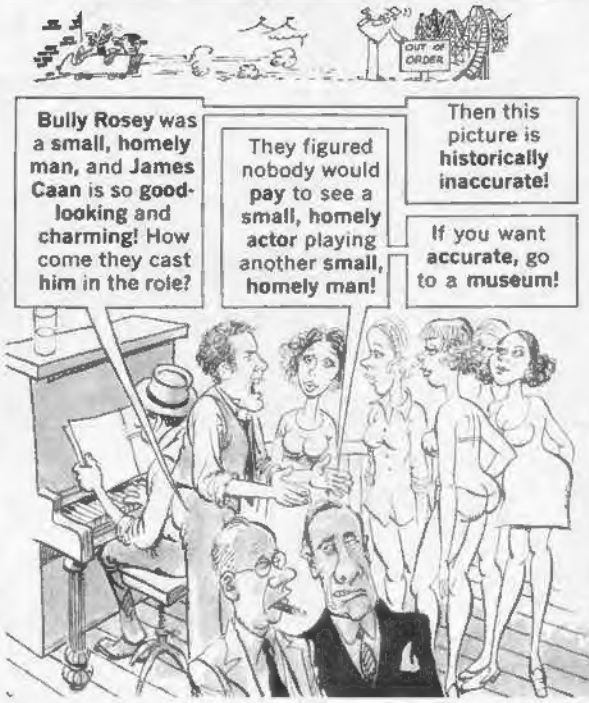
WHAT?! I pay YOU $5000 a week?!

Sure! You don't want **BOTH** of us to **lose money,** do you?

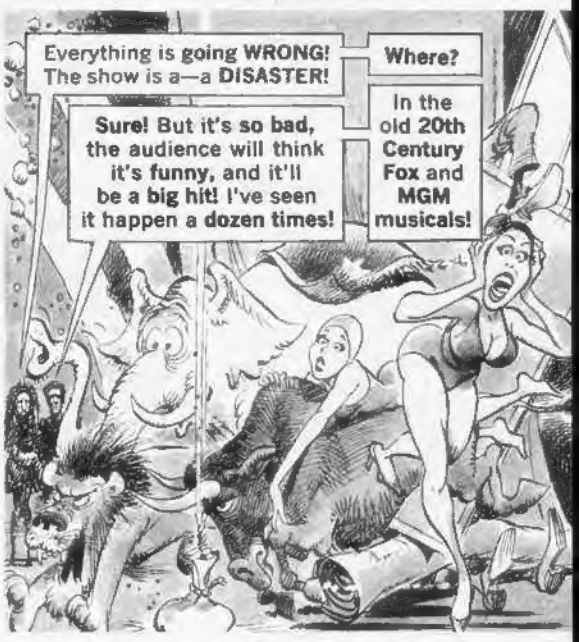
BULLY ROSEY
17⅜


So you DID sign to do the show! Did you read the small print in the contract?
It was ALL small print! It said something about me doing "In Person" publicity for the show!
You should have read the contract!

NO!
You're telling me!!
SEE BULLY ROSEY'S GREAT NEW SHOW!
TICKETS NOW AT THE BOX OFFICE
STEP UP AND TOUCH BULLY ROSEY'S GREAT NEW STAR, FUNNY BRISS

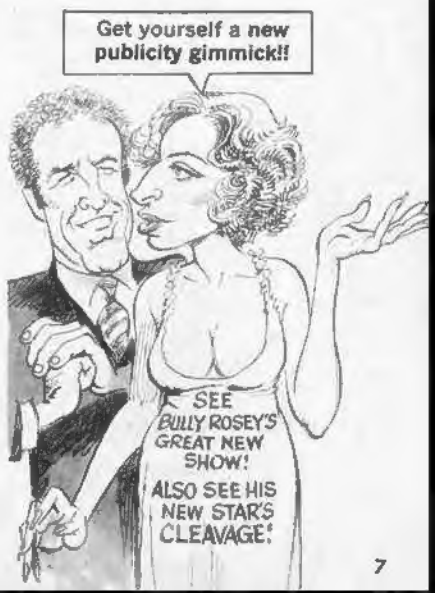

OUT OF ORDER
Bully Rosey was a small, homely man, and James Caan is so good-looking and charming! How come they cast him in the role?
They figured nobody would pay to see a small, homely actor playing another small, homely man!
Then this picture is historically inaccurate!
If you want accurate, go to a museum!

This show is over-produced!
Nonsense! It's an audience grabber!
All that, just for the first act! What can you possibly do to top it for the second act?
I've got a great idea! A Show Biz first! A human sacrifice . . . right here on the stage!
And who are you going to sacrifice?
Read your contract!
Forget it, Buster!
Boy, you're some trouper! When the going gets rough, you decide to get temperamental!
IT'S COLD ON STAGE!


Everything is going WRONG! The show is a—a DISASTER!
Where?
Sure! But it's so bad, the audience will think it's funny, and it'll be a big hit! I've seen it happen a dozen times!
In the old 20th Century Fox and MGM musicals!

Funny . . . are you asleep? Can I come in . . . ?
Z-Z-Z-Z-Z-Z—
Well, she didn't say "No!"

Yaah! Help, Police . . . !
Why should YOU scream?
What do you want?
Okay! It's a deal! And the first change is . . .
Stop that! You don't hear ME screaming, do you?
Did you ever see what you look like when you wake up?!?
You were right! The show was all wrong! I'll make any changes you want if you'll only stay in it!


Get yourself a new publicity gimmick!!
SEE BULLY ROSEY'S GREAT NEW SHOW!
ALSO SEE HIS NEW STAR'S CLEAVAGE!

Marry me, Funny . . . !
But we'd make a great team! It'd be Heaven! Just think . . . my pinky . . . and your nose!!
Get out! You're a slob! You go around picking your nose all the time!
Oh, my God! I think I see Icky Armstein out there!
That's amazing!
No . . . that you can see him in a totally dark theater!
You mean, that he'd come here to see me . . . ?
That's easy! All you have to do is look for those big limpid bloodshot eyes! They shine in the dark!!
Hello, Funny!
It's been a long, long time, Funny! In all these years, the world has changed! I was wondering if YOU'VE changed, too!
Hello, Icky!
Have I?
No! But you can't win 'em all!
Funny . . . before we resume our torrid love affair, I must tell you something!
No . . . that I'm married!
Is that all?! You just learned that the man you loved and yearned for all these years is married! Can't you say anything else but "Oh . . ."?
That you're sorry?
Oh . . .
How's "Mazel tov!"?
That's better!
If I can't have Icky, then I'll just have to settle for Bully!
Somehow, I really can't feel sorry for her!
Yeah! James Caan should happen to ME!
So you're Mr. Briss!
He didn't mean anything by that, Mr. Briss . . . !
I'm Mr. ROSEY!!
Damn it! I'm NOT Mr. Briss! I'm Mr. ROSEY!!
When you marry a star, you lose your identity! I tried to warn him!
What did you tell him?
I told him to go see "A Star Is Born" or "Funny Girl" or any other movie about Show Biz for that matter!

When I hold you in my arms, are you thinking of me?

Yes . .

And when I kiss you, are you thinking of me?

Yes . . .

And when we make love, are you thinking of me?

Listen, kid! Why not settle for two out of three!?

Shhh! Bully and Funny are talking on the telephone! They haven't seen each other since they were married, five years ago!

You mean five years passed between scenes?! What's happened since they got married . . . ?

The same thing that happened BEFORE they got married! NOTHING!!

Well, this picture may not win an Academy Award, but it should get into "The Guinness Book Of Records" as "The Longest American Motion Picture Without A Single Dramatic Conflict"!

Why, Funny . . . ! ! What a surprise! Welcome to my new show, "The Mikvacade!" And this is my new star, Eleanor Homewrecker . . .

Hello! Why are you touching my Husband, Miss Homewrecker?

I'm—I'm his Swimming Instructor! You can't teach a person to swim without touching him!

Oh, yeah? Well, If I ever catch you teaching him the "BREAST STROKE". . . I'm gonna teach YOU the "DEAD MAN'S FLOAT"!!

By the way, Bully . . . exactly what IS this new show of yours, "The Mikvacade"?

It's a Water Spectacle . . . with seven hundred swimmers!

How can you afford to pay such a large cast?

Very simple! For the big Finale, they do a ten minute Ballet Number . . . completely UNDER WATER!

TEN MINUTES?! But won't they all DROWN?!?

You catch on fast!!

Guess whose horse that is!

Icky Armstein's!

I'll tell him!

I never want to see him, or talk to him again!

No, send him to my hotel room! I'LL tell him!

Hello, Funny!

Hello, Icky! You know . every time I'm with you, I feel you're more beautiful than me!

It happens to be TRUE! In fact, when I finished playing Polo, I kept this outfit on because I look so gorgeous in it!

Look . . . yes!! SMELL . . . NO!!

By the way, did you know I play Polo? WATER POLO! The only trouble is, my horses keep drowning under me!

That's an old joke!

But these are OLD TIMES . . . which makes it a NEW JOKE!

Funny, I really can't explain in words how much I've missed you! Just look into my eyes! What do they tell you?

Your BLOOD TYPE!!

I no longer love you, Icky! I realize now that I was in love with your style and class . . . not with you!

I—I don't seem to understand!

You're shallow and unfeeling! You're not HALF the man Bully Rosey is! Why you couldn't even shine his shoes!

Yecch! I wouldn't TOUCH his shoes!

You have a daughter, and you haven't even seen her in over six years!

How is she, Funny . . . ?

How should I know?! I shook her off in the first ten minutes of the picture!

Then how can you call ME "unfeeling"?!

It takes one to know one! Now, get out! I've got a big musical number coming up . . .

Are you going to be all right, Miss Briss?

Sure! I've done something like this before . . . !

In a plane?

No . . . in a TUGBOAT!!

Listen! What's that?!? There's someone in the room!!

Funny . . . ?!? *PANT . . PANT* . . . Is that you?!

Yes . . . it's me, Bully! Just what are you doing in there with her?!

She's teaching me how to swim!

With that kind of breathing, you won't make fifty yards! Good-bye!

Hello, Bully! Long time no see!

Funny, let's not rehash what has happened to us over the past ten years . . . !

Are you trying to be kind to me?

No, the Audience!!

I—I can't give you my answer right now!

I want you to be in my new show! What do you say?

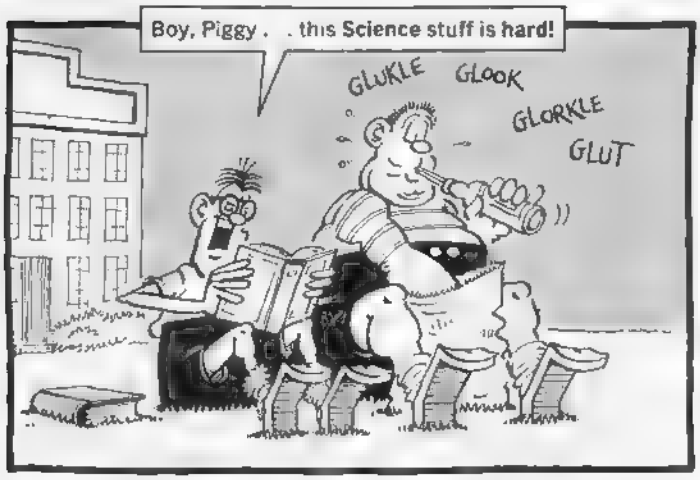
Why not?!?

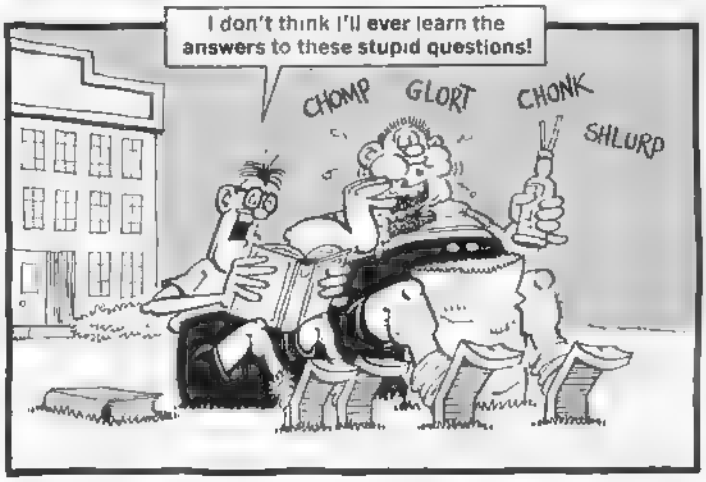
Because if I do, there'll be nothing left for the next picture, "FUN GRANDMOTHER"!

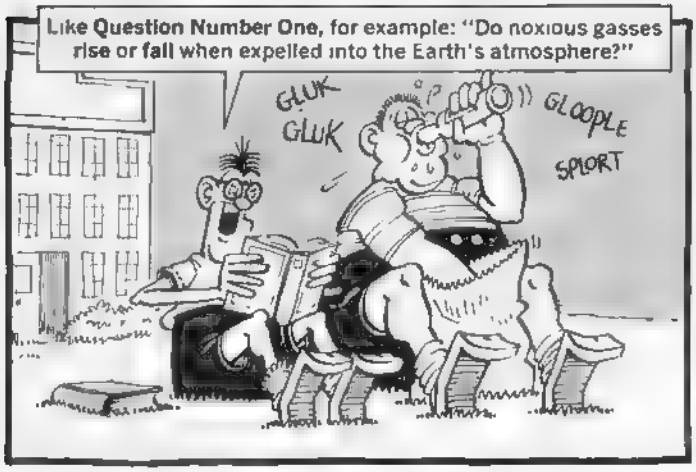
Bite your tongue!!

DON MARTIN DEPT. PART I

ONE FINE DAY DURING LUNCH PERIOD







VENAL FLY TRAPS DEPT.

The Airline Industry is in serious financial trouble. Because of inflation, operating costs, such as fuel, food, personnel and fancy services, have skyrocketed. However, because of the recession, it is no longer possible to pass these increases on to the passengers. And so, in order to make air travel cheaper and

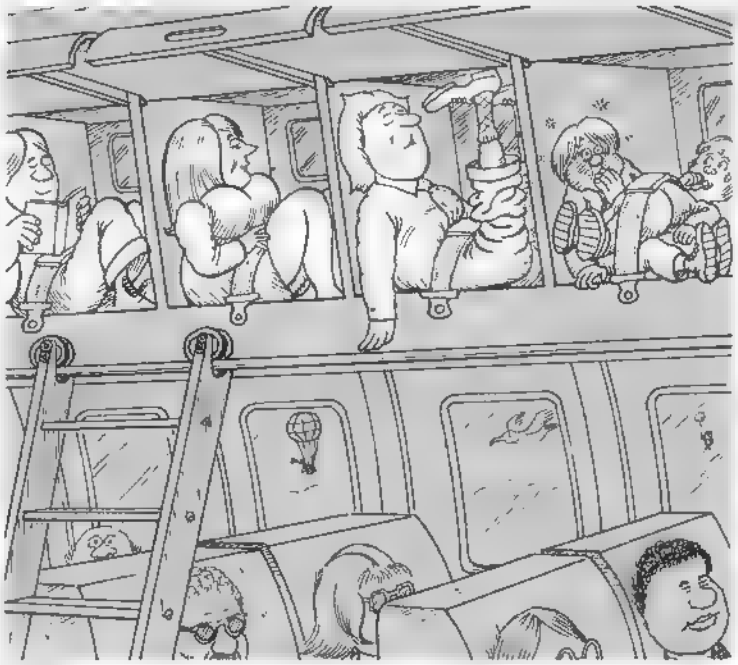
FUTURE "NO-FRILLS A

ARTIST: AL JAFFEE

"FRILL-FREE" STANDING ROOM PASSENGERS

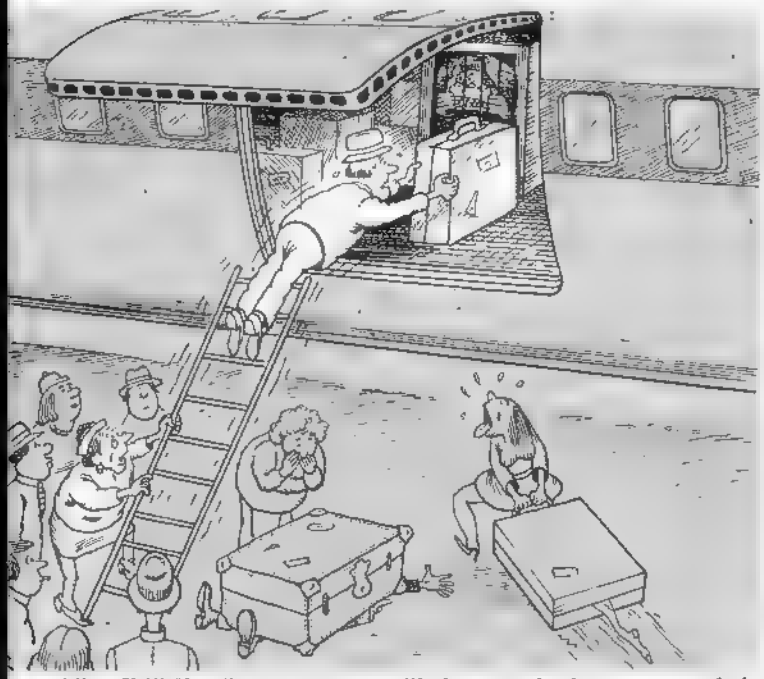
Cost-conscious travelers will be offered "No-Frills Standee Accommodations" which consists of flying erect from point to point securely tucked into their Standing Room Safety Belts.

"FRILL-FREE" OVERHEAD RACK PASSENGERS



Overhead Rack space will be made available to passengers who do not care to stand coast-to-coast, and will happily settle for the cramped "No-Frills Individual Cubicle Accommodations."

"FRILL-FREE" BAGGAGE HANDLING



All "Frill-Free" passengers will be required to store their own luggage aboard the aircraft before flight, and will also be required to retrieve it upon arrival at destination.

"FRILL-FREE" TOILET ACCOMMODATIONS

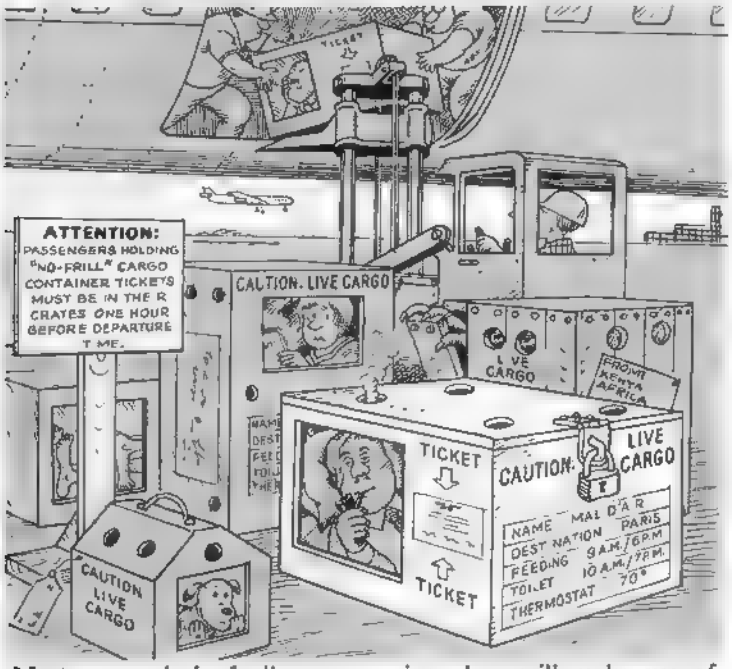
Fancy Johns with free goodies like soap and French perfume will be out for "Frill-Free" passengers. One "Pay Toilet" with "Coin-Operated Necessity-Dispenser" will be available.

thus attractive to more people, something called "No-Frills Flying" has been introduced. This plan offers lower fares for a more austere type of air travel in which some of the fancy services such as "meals" have been eliminated. If the economic crunch continues and the idea catches on, we may soon be seeing these...

IR TRAVEL" GIMMICKS

WRITTEN BY: DICK DE BARTOLO & AL JAFFEE

"FRILL-FREE" CARGO CONTAINER PASSENGERS

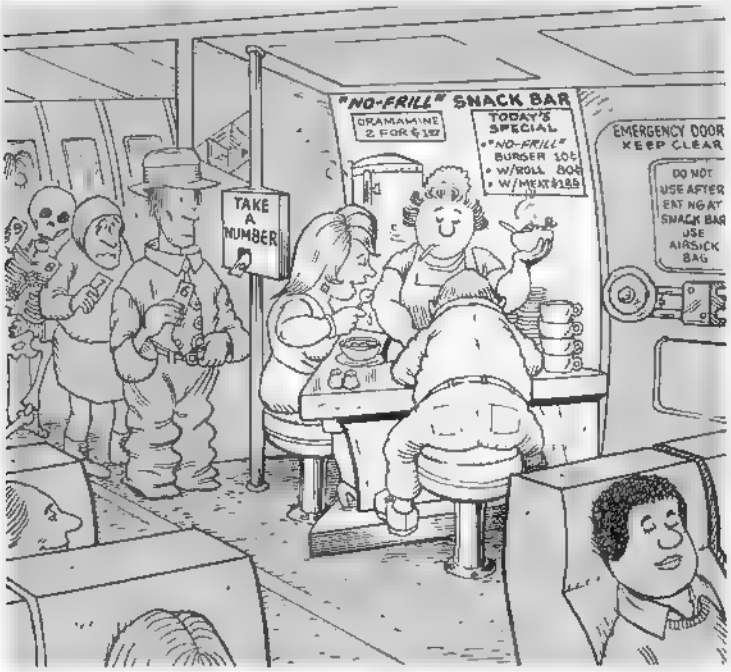


Most economical of all money-saving plans will make use of Cargo Container Holds, where the budget-minded air traveler will be offered "No-Frills Individual Crate Accommodations."

"FRILL-FREE" ROUGH RIDE TREATMENT

Common Air Sickness Trough for "No-Frills" passengers will eliminate need for expensive Individual Air Sickness Bags, and will also eliminate cost of removing used (ecch) bags.

"FRILL-FREE" EATING ACCOMMODATIONS



Since costly gourmet meals will be eliminated, a "Frill-Free Snack Bar" will be installed for use by "Frill Free" passengers. Unfortunately, Snack Bar will only seat two at a time.

"FRILL-FREE" EMERGENCY EQUIPMENT

Airlines now provide costly Life Vests and Emergency Oxygen equipment. "Frill-Free" passengers will be satisfied with simple-to-understand Swimming Instructions and an Air Tube.

IN ADDITION TO "FUTURE 'NO-FRILLS' AIR TRAVEL G

HOW AIRLINES CAN INCREA

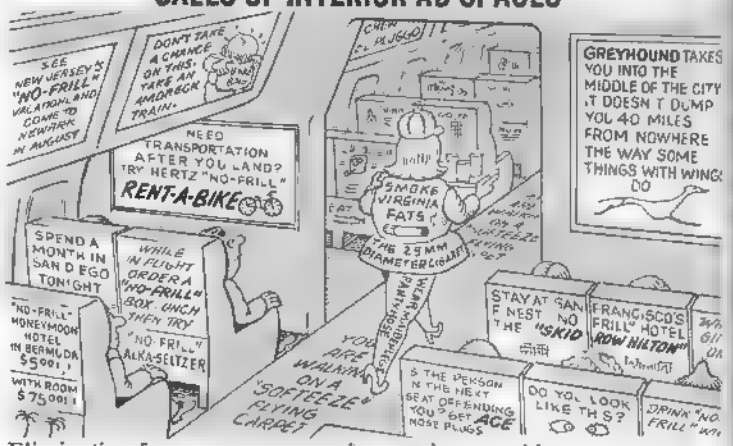
INTERCHANGEABLE PASSENGER ACCOMMODATION EQUIPMENT

Obviously airlines lose plenty when 6 people fly jets that normally seat 365 and require crews of 18. With this new system, airlines will only use the equipment necessary to accommodate the exact number of passengers that show up.

FRANCHISED PASSENGER SERVICES

Airlines can save millions by eliminating all free meals, and then earn additional revenues by selling franchises to Concessionaires who would supply passengers with food.

SALES OF INTERIOR AD SPACES



Eliminating free newspapers and magazines would save money, and then the airlines can earn additional income by selling spaces for ads...which bored passengers will eagerly read.

REBATE PLANS TO ELIMINATE EXCESS BAGGAGE WEIGHT

Since modern jet planes consume costly fuel in direct proportion to the amount of weight on board, the elimination of excess baggage would mean substantial savings. A system of "No Bag" or "One Bag" rebates could prove very effective.

MICKS", HERE ARE SOME OTHER MAD IDEAS ON...

SE REVENUES AND PROFITS

RENTAL OR LEASING OF VALUABLE BOARDING APRON SPACE

To raise additional revenue valuable runway boarding space can be rented to Concessionaires who will sell everything from local souvenirs to fake photos of "No-Frill" passengers sitting in what looks like the First Class Section on board.

COIN-OPEATED SEAT DISPENSERS

Airlines can generate huge revenues by charging for all the services that are now supplied free. A coin operated seat-dispenser will give passenger his choice–for a slight fee.

SELF-SERVICE TICKETING RAMPS

Eliminating "Ticket Office" and "Reservation" personnel can effect huge savings. One way airlines can accomplish this is to introduce "Pay-As-You-Enter" ramp-systems for all flights.

"FLY-BY-WEIGHT" FARES TO COVER RISING FUEL COSTS

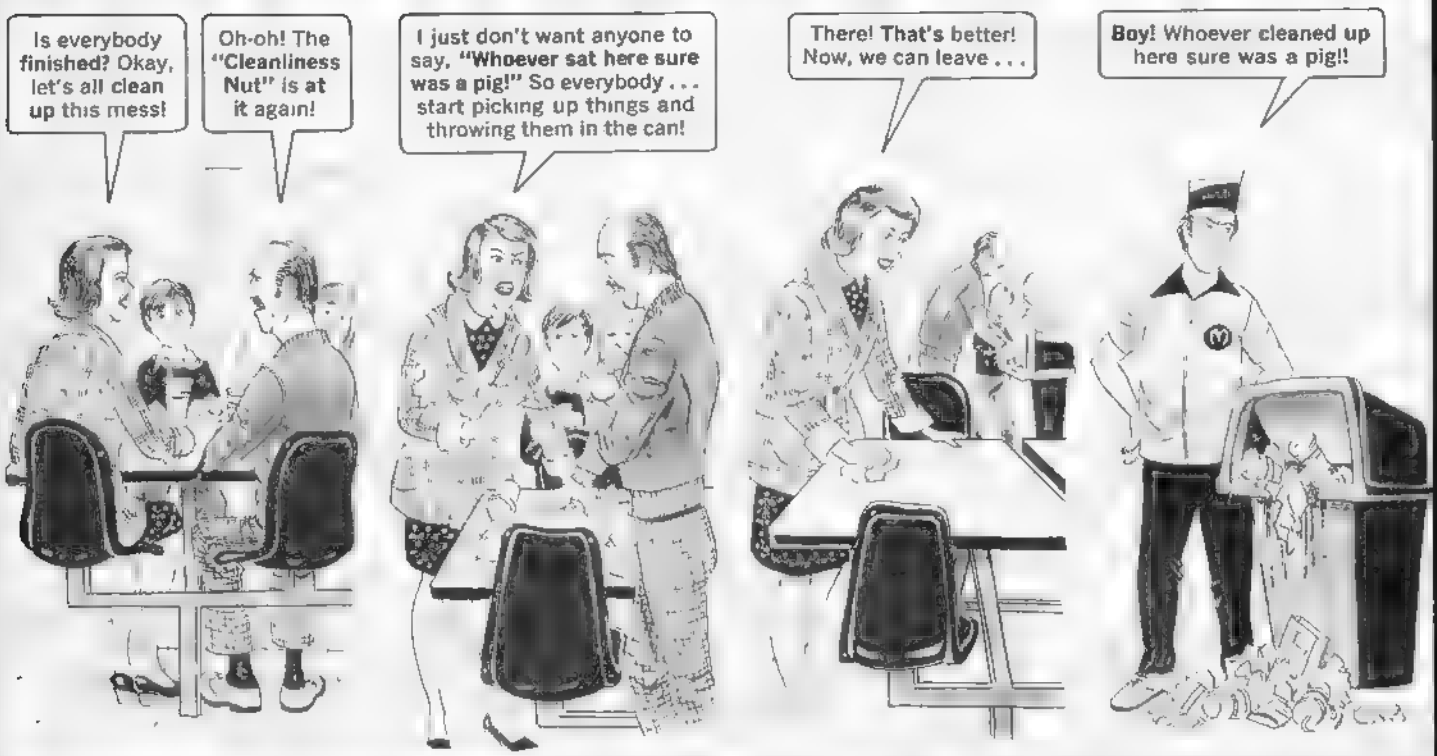
Another effective method of passing on rising jet fuel costs is to institute a "Fly-By-Weight" system in which all of the fat, overweight slobs would be forced to pay their fair share of flying expenses in relation to all the skinny light slobs.

BERG'S EYE-VIEW DEPT.

THE LIGHTER SIDE OF... The FAST

FOOD Craze

ARTIST & WRITER: DAVE BERG



This was a great idea, copying the "Arthur Treacher's Fish And Chips" TV Commercial . . . inviting my girl to dinner, going out and buying the ready-made stuff and making out like I'm preparing it here in the kitchen!

It's all ready!

Gee, Anthony! You're so multi-faceted! You're even a CHEF!

Well, how do you like it!

Mmmmmm! Absolutely delicious!

It's almost as good as "Arthur Treacher's Fish And Chips"!!

Hello, "Pizza Palace"? I got a terrible emergency! A crowd of unexpected, starving people just arrived and I need two king-size pies! Do they take long to make?

Ahh, dat takes no time at all! Dey're already made!

Good! But don't you have to heat them up?

Dat takes five minutes!

Great! The order goes to Roger Kaputnik, Apt. 3-B, 44 Davenport Avenue! How soon can you deliver . . . ?

Dat takes TWO HOURS!

I'm too bushed to cook tonight! Mind if we call one of those Chicken Places that deliver? I've got the menus for the two in our neighborhood . . .

Well, okay! What have they got?

CHICKEN DELIVER has ". . . Three Pieces of Chicken, French Fries, a Bun and Cole Slaw . . . $2.00"!

And QUICK CHICK has ". . . Three Huge Sections of Fancy Maine-Grown Chicken, dipped in luscious Bread Crumbs and fried to Crusty Perfection plus Idaho Potatoes browned in Golden Corn Oil with a Fluffy Bun and a Tasty Serving of Delicious Cole Slaw . . . $2.50"!

What's the difference?

Not much!

For FIFTY CENTS MORE, you get all those ADJECTIVES!

What a crummy job, pickin' up garbage!

Yeah! 'Specially all this stuff from them "Fast-Food" joints!

Don't put 'em down! I'd like to OWN one of them joints! I'd make a FORTUNE!

Not ME! I know where the BIG MONEY is!

The PAPER Business!!

Le'see, I'll have a Cheeseburger! No, no . . . make that a Fish Filet! No, wait . . . make that a Big Mac! No, hold it . . . on second thought, I want a Cheeseburger after all!

No, wait! The Big Mac sounds good! But so does the Fish Filet! And the Cheeseburger sounds even better! So it's either a Cheeseburger or a Fish Filet! At least I've narrowed it down to those—

You're holding up the line, Sir! Could you please make a decision?

Okay! I've definitely made up my mind!

I want an ANCHOVY PIZZA!!

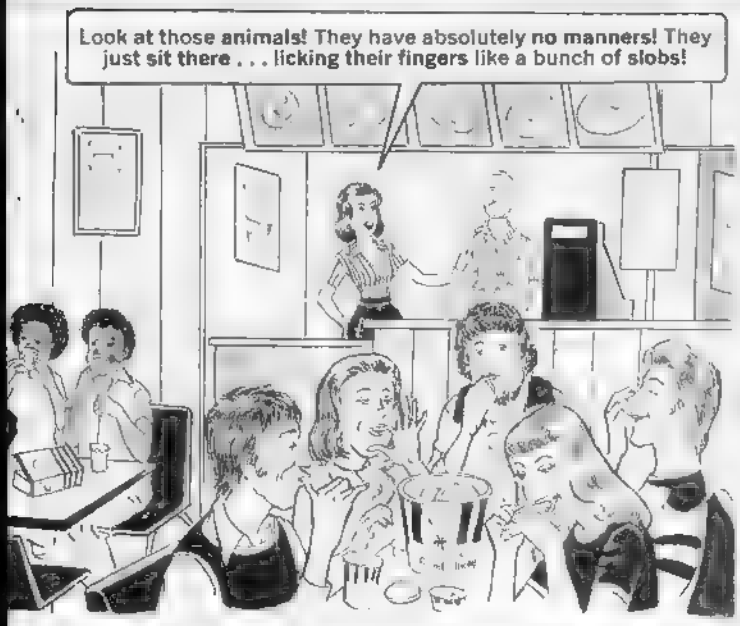
Let's stop at the Burger Place and see if we can meet any girls!

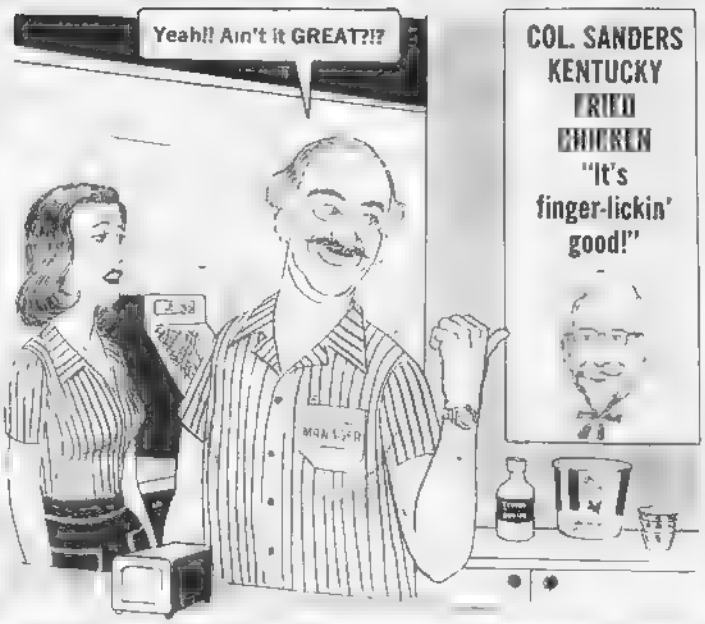
Let's stop at the Burger Place and see if we can meet any boys!

Ahhh! Every time we come here we see the same old faces!

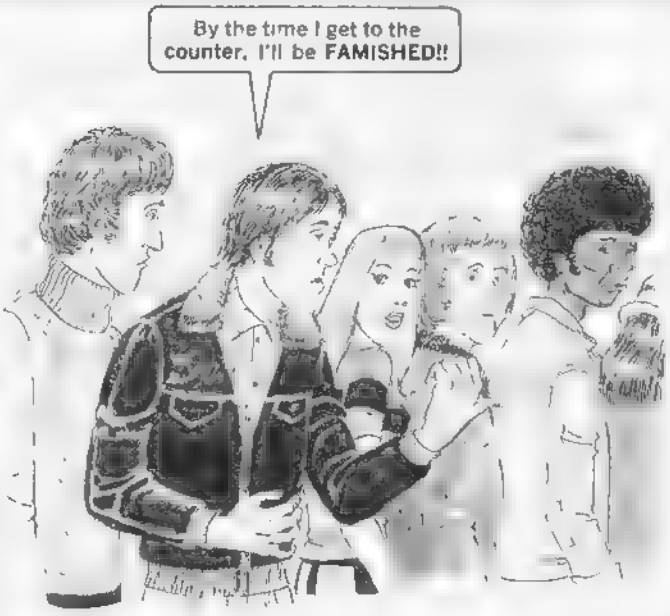
Let's try the Roast Beef place!

Let's try the Roast Beef place!


Look at those animals! They have absolutely no manners! They just sit there . . . licking their fingers like a bunch of slobs!


Yeah!! Ain't it GREAT?!?
COL. SANDERS KENTUCKY FRIED CHICKEN "It's finger-lickin' good!"

Boy, they're sure busy tonight! What are you getting?
I dunno! I'm not hungry!
Then what are you waiting on line for?!?


By the time I get to the counter, I'll be FAMISHED!!

What's THIS?!? You've got a drawer full of straws, paper napkins, tin foil packets of catsup and mustard, and two million envelopes of sugar!

I know! I can't resist anything that's FREE! So I help myself to a batch whenever I stop at one of those "Fast-Food" places!
David Berg

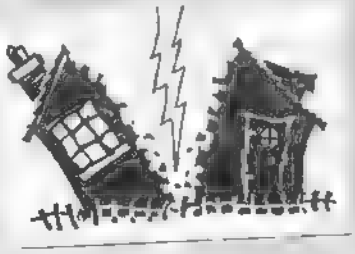
Just because you EAT something doesn't entitle you to all the freebees you can carry! That's MOOCHING!!
It's NOT mooching . . .

. . . it's STEALING!!
I wouldn't EAT at one of those places if you paid me a million bucks!

SPLIT-LEVITY DEPT.

Take a good look at the newsstand you swiped this magazine from. See all the magazines? There's one for the single man, the single woman, the married man, the married woman, the businessman, the hobbyist, the smart kid and the slow kid (You're reading it now!). Yep, there's a magazine for everyone . . . almost! How about the millions of men and women who've been DIVORCED? And how about their kids? Don't they deserve a magazine, too? No? Well, here it is anyway!

BROKEN HOMES AND GARDENS



The Magazine For Divorced Parents And Their Traumatized Kids.

A MOTHER AND FATHER ADMIT:
"We're Not Getting Divorced Because of the Kids—*Neither of Us Wants Them!*"

A DIVORCED DOCTOR'S SON LAMENTS:
"The One Thing I Miss Most Are Those Heart-To-Heart Talks . . . With My Father's Answering Service!"

TIPS FOR DIVORCED WOMEN:
75 Ways To *STOP* Economizing Now That You're On Alimony!

A BEVERLY HILLS 8-YEAR-OLD REPORTS:
"I was ashamed of being different from all my friends until my parents got divorced too!"

A MOVIE STAR'S CHILD REVEALS:
"I'm going broke buying presents for all my fathers on Father's Day!"

THIS MONTH'S SOUL SEARCHING FEATURE:
"Was I Responsible For My Parents Divorce—Or Am I Just Bragging!?!"

ARTIST: JACK RICKARD WRITER: STAN HART

CLASSIFIED ADS

PERSONAL

Doris, please come back! I know I wasn't a success at being a husband, but I'm even less of a success at being an ex-husband! Just like our marriage, our divorce isn't working, either. I can't seem to do anything right.—Sheldon

Gals, don't throw out those "His" and "Hers" towels. Let *Phase-Out* do its thing, which is mainly custom embroidery. We can make it "Hers" and "Hers"...or, if you're a swinger, "Hers" and "To Whom It May Concern." We have lots of other swell ideas. Phase-Out, Inc. Splitsville, Nev.

Don't be a 97 lb. weakling! Build up your body so big bullies won't kick sand in your face. And wait until the girls see your he-man physique. What is *this* ad doing in *this* magazine? Who knows? We advertise in *every* magazine! You'd be surprised at the results we get from "Insect Illustrated." Write Charles Hercules, Muscle Beach, Ohio.

SERVICES

Bug your hubby! Get the evidence you need for a *fat* divorce settlement by bugging his office, his car, or his secretary's apartment. Only don't *really* bug—it's too expensive! Just let him *think* you did by confronting him with our time-tested, never-fail "sorditapes." Some tapes have erasures, lapses, and interference sounds, but that only adds to the authenticity and credibility. Rosemary Tape Service, Haldeman, S.C.

Let our professional shoppers show you the hundreds of fancy, overpriced stores you can take your girlfriend that you would never take your former wife! Dispel those rumors about being such a skinflint while making your ex *bail* when she hears what a sport you are! Call Shopper's Ex-Change, 555-7685

You preserved your graduation pictures! Your wedding pictures! Why not your *divorce* pictures? Reminisce with full-color, candid shots of the two of you arguing, how she looked in the mornings, the way he left his socks and underwear on the floor to be picked up after him—all the wonderful reminders of *why* you got divorced so you won't have any of those foolish "Did I do the right thing?" second thoughts! Call *Super-Ex* Film Co., 555-5867

INFORMATIVE GUIDES

Kids! An absolutely essential booklet for you! "50 Mean, Rotten Things You Can Do To Your Father On Visitation Days!" Let's face it, your pop has a load of guilt feelings for leaving you and your mom, so why not cash in on them? This pamphlet shows you how. Send five bucks (tell your dad it's for a book that will help you do better in school now that you're failing all your subjects because of his leaving) and he'll fork it over pronto. That's Chapter One! The other 49 take it from there! Rotten Kid Press, Bratwurst, Illinois

EDITORIAL PHILOSOPHY

BROKEN HOMES AND GARDENS feels a special obligation to those men and women who have suffered one of life's saddest tragedies—marriage . . . and to their children, who have suffered even more from the tragedy called "parenthood." Our purpose is to help guide all these sufferers into happier, more productive lives while making a little cash for ourselves. God knows we need it, what with the alimony, the rent on two apartments, etc. For it must be noted here that the information and advice contained in this magazine is not abstract but based on actual experiences!

The Editors have been through it all! Not one has lived through a successful marriage! We are as proud of our record as we are of our expertise on the subject.

The Editors

DEAR ABIE: Is infidelity a valid grounds for divorce? S.A.

Dear S.A. Only if your wife finds out about it!

DEAR ABIE: I am an attractive young woman and I am unhappy with my home life. I am thinking about a divorce. What I want to know is: How long after the separation is it correct to date? C.B.

Dear C.B. Don't wait until after the separation. I'll call you tonight!

DEAR ABIE: Do you think a marriage should be held together just for the sake of the children? My brother and I disagree. I think my parents should get a divorce, he doesn't. But perhaps that may be because he's younger than I—he's 49 and I'm 53. F.R.

Dear F.R. I think your parents should get a divorce as soon as you and your brother stop nursing!

DEAR ABIE: I am a football fanatic! All I do is watch, read, and talk football. My wife is so fed up and bored with me that she suggested wife-swapping with a neighbor. But I said only if he gave up a future draft choice. Was that a smart move? N.M.

Dear N.M. A smarter move would have been if your wife said nothing about it and carried on as she pleased during the football season. You would never have known about it!

DEAR ABIE: I think it's disgraceful for a divorced father to pry, and make the children tell him about what I'm doing. Don't you agree? J.L.

Dear J.L. You wouldn't have known your ex was prying unless you asked them about him!

DEAR ABIE: I have a question about relationships. My mother, a divorcee with 9 kids, is going out with a divorced man with no kids and no responsibilities. I know she'll always be our mother, but if he marries her, what will that make him? K.M.

Dear K.M. A schmuck! He doesn't know when he's well off!

DEAR ABIE: I was a loving wife and catered to my husband's every little whim. I treated him like a king and his happiness was my only purpose in life. Then he ups and runs off with a young wench. Shouldn't he be ashamed of himself? D.C.

Dear D.C. Those phoney initials don't fool me You're my ex-wife and you can go to Hell with your Pucci, Gucci, and Fucci!

BROKEN HOMES AND GARDENS is published monthly, except those months when the publisher must pay his back alimony. The magazine has been entered as Second Class Matter in the Post Office, and as Community Property in the Domestic Relations Court. Ask about the special rates available now for BROKEN HOMES AND GARDENS as gift subscriptions for wedding presents. Printed in the U.S.A.

KID STUFF Each issue the Editors of BROKEN HOMES & GARDENS select one narrative from our younger readers for publication. There are no prizes for winners, since B H & G feels that just being listened to is reward enough for these youngsters!

"If Only My Wish Could Come True"

by Milton Elnick, age 10

I know every child my age should be happy, but I'm not. Why? What else—my home life! My mother *pretends* she's interested in me, but she's not. She's always too busy for me, and only really likes me when I don't ask her anything or bother her when she's on the phone—where she always is! And when she's not, she's out, and I have to answer when some strange man asks "Is *hot lips* there?" and I know he doesn't mean my sister cause she's only 3½ and her lips are sticky and gooky.

The maid my mother leaves us with is always too drunk to answer the phone, which isn't too bad because she's also too drunk to aim good when she tries to hit me! Now for my *father*. I never see him much, even though he keeps promising he's going to take me to a ball game or something and never does. One time I tried to surprise him by visiting his office but I only got him angry for scaring his secretary right out of his chair. You would think a ritzy place with all those drapes and things could afford *two* chairs so my father wouldn't have to share his!

Maybe he's just *acting* poor to get my sympathy and not have to give my mother money when she asks for it, which she always does. That's all they ever talk about. Or actually, scream about. But that's only when my father comes around, which isn't too much.

Now for my wish. I really wish that my mother and father would get a *divorce!* You see, if they got divorced, then maybe

(continued pg. 89)

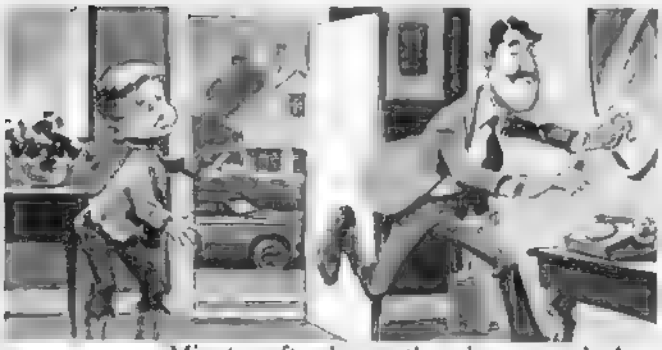
BROKEN HOMES & GARDENS
PHOTO-LOSOPHY
Installment 218 in a never ending series: This Month:

VISITATION DAY IN THE LIFE OF A TYPICAL BROKEN-HOMER

At 8 O'clock on a Sunday morning, as Melvin Gournish dreams his happy, un-true-to life dreams, his mother barges in and shouts in his ear "Your S.O.B. father is coming today, so get dressed!" Mrs. Gournish is under great strain when her ex comes, and as a typical mother, passes the tensions right on to her child.

To substantiate her claim that Mr. Gournish isn't giving her enough money for child support, Mrs. Gournish dresses Melvin as shabbily as she can. A final rip to the shirt gives her the *nouveau poore* look she wants.

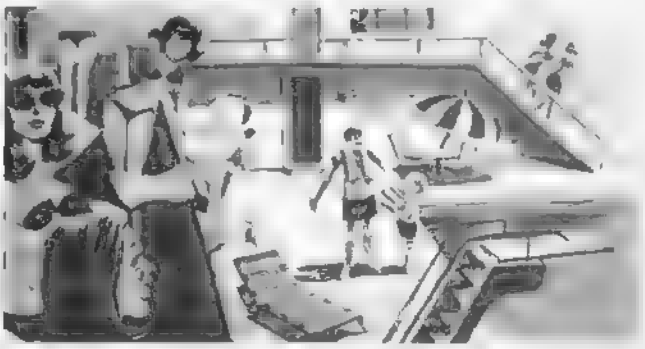
Mrs. Gournish leaves before her ex arrives, instructing Melvin to "lay it on thick" how she's out scrubbing floors for extra money. Melvin ponders the problem of whether her furs get in the way of her floor-scrubbing.



Minutes after his mother disappears in her Mercedes, Melvin's father runs up the front walk. Anxious to see Melvin? No, anxious to see if his answering service received any messages from a stewardess he just met.

Since he hasn't seen Melvin all week, Mr. Gournish tries to strike up a conversation by asking, "How's school?" Melvin answers "Fine" in an attempt to keep the conversation going, but it's downhill from there on.

Going to the local amusement park for the afternoon is a special delight. Not to Mel, but to his father who tries to pick up all the divorced women who have also brought their children for an afternoon of fun.



At poolside of his luxury apartment, Mr. Gournish tells his son how lonely he is since he left his loved ones. Melvin feels sorry, but knows his father will be with his loved ones as soon as Melvin goes home.

IS LONELINESS GETTING YOU DOWN? LET "RECORDO-MESS" PICK YOU UP!

We know that a divorced person often gets lonely and starts to think, "Did I do the right thing?" Well, you did! And to get you through those difficult times of indecision, **Recordo-Mess** is your answer. Just put one of our L.P.s on your phono, and listen to a woman's voice say "You never take me anywhere!" or "I could have married any boy in town and I had to choose you!" or "If your mother was such a good cook, why didn't you marry **her**! Within minutes of listening to such verbal karate chops, you'll be convinced that your divorce was the right move!

We also feature a complete line of favorites for the ladies—just like the rotten things your husband used to say! Send for our free catalogue now!

RECORDO-MESS
NASTYMOUTH RIVER, NEVADA

SPECIAL DISCOUNTS FOR SINGLES WHO WANT TO STAY SINGLE! LISTEN TO JUST ONE DISC AND YOU'LL SOON REALIZE JUST HOW WELL OFF YOU ARE!

HEY, KIDS!
FEEL NEGLECTED NO LONGER WITH AN INFLATE-A-DADDY!

INFLATE-A-DADDY is even better than the real thing. Now you can have someone with you when *you* want, not when *he* wants! Fill him up with YOUR hot air and you won't have to suffer with HIS! No more preaching! No more lectures! No more bull!
Durable vinyl won't crack or break—which is more than you can say for the real thing!

Send $15.95 Today For Your Own, Private INFLATE-A-DADDY
Better-Than-Real Products, Inc., Big Wind, Winnetka

THE SPLIT SCENE

Do-ings and Don't-ings of EX Rated People
by Al E. Monie

Hi, guys and gals in your separate maintainences, let's get right to the nitty-gritty, shall we? . . . Did'ja hear about 7-year old Donny La Londe causing his parents' splitsy? Seems that Donny's daddy was going on a business trip and he told the moppet, "When *I'm* gone, *you're* the man of the house!" to which Donny replied, "Are you kidding? When you're gone there's *plenty* of men around!" The La Londes have a date in court in November.

Zsa Zsa is at it again, claiming on the Merv Griff Show that she's been married 6 times. That's Hungarian goulash! The truth is she's only been married 5 times—husbands 2 and 5 were the same guy—and that doesn't count . . . Hear about Morris Nitchke's classic boo-boo last month? Seems his wife went home to Denver for a few months, had a nose job, teeth capped, and face lifted. She thought she'd surprise Morris the day she returned by meeting him in his favorite lunch cafe. She surprised him alright—poor Morris didn't recognize her and came on strong with the "my wife doesn't understand me" routine. She does now—to the tune of $1,000 per month alimony!

During their recent divorce settlement, Bobby and Boobie Bednarick proved to be a very civilized couple. They agreed to split everything they owned right down the middle. And Boobie did just that, with a bulldozer!

Pity poor Gerry Timberlake and his missus. They were shocked to find their daughter is living with a guy whom she has no intention of marrying or divorcing. They were so upset, they had to cancel 4 wife-swapping parties they had scheduled over the Christmas holidays . . . As of this writing Zsa Zsa's still married to 5/6th . . . Reports from Wrinkle City show that more and more senior citizens are getting divorced. Take Armand Grier and Gretchen, his wife of 45 years. Sez Armand, "Until I retired this year, everything was fine. But after I retired and spent time at home, I discovered Gretchen couldn't speak a word of English. You learn a lot about a person when you stay home. So I dumped her. Who needs an old, foreign broad!"

Just heard that Zsa Zsa and her hubby split! Welcome back, Zsa Zsa . . . New statistics show that three out of every four marriages in the U.S. end in divorces. It's a frightening statistic—since it proves that one couple out of four are still living unhappily . . . Well, that's about it for this month . . . hold everything . . . Zsa Zsa just married her 6/7th . . . and so it goes . . .

EXTRA-MARITAL BLITZ

Faces and Places Around Divorceville, U.S.A.

When Gunner Iso was divorced, she worried if she would be popular. She has no worries, men are always flocking around her at parties. But her *friends* are worried . . . since it's *their husbands* who are doing the flocking.

Tina Robustelli is a new woman these days. After her divorce, she was forced to get a job, but now she loves working. "Getting rid of my husband and getting rid of the household hum-drum has given me new life!", Tina says. "Now if I can only get rid of all those dumb kids, I'd really be fulfilled!"

Nick Gatewood is seen here celebrating his third month of being a divorced man. Nick doesn't really know he's divorced and won't realize his wife left him until after the Super Bowl Game in January.

Howie and Sheila Carr felt too tied down by marriage. Each wanted to have an affair with an unmarried partner, but they still loved each other. Their solution worked out just fine—they got divorced, and are now having the greatest clandestine affair in Hewlett, Long Island.

For sheer chic, Norman and Pat Wheelright take the prize with their catered divorce. In addition to serving vintage champagne, they displayed a life-size likeness of the "correspondent" moulded in chopped liver.

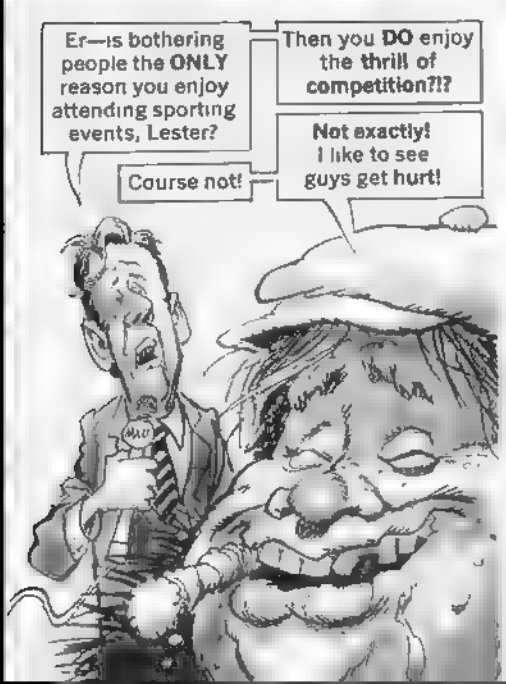
The record for the fastest divorce was set by Jo and Don Looney last month. At their wedding, the best man became too involved with his "first kiss" privileges. "I've got nothing against them kissing, but what I saw was raw, naked passion between those two," Jo stated as she watched the best man kiss her new husband.

T'ROW DE BUM OUT! DEPT.

Hello, out there! Welcome to **Dry Talk Country!** (That's a little **local New York joke!**) I'm **George Slimton!** As you all know, I've done some **really dangerous** and **foolhardy things** in my time . . . like scrimmaging against a **pro football team,** and stepping into a ring with a **boxing champion,** and photographing a **charging elephant!** But they were all **child's play** compared to **this** assignment: Conducting one of those **idiotic interviews** for **MAD Magazine!** Not that it's **more dangerous** . . . just **more embarrassing** than those **other** embarrassing things I've done! Anyway, today we're going to meet **Lester Loudmouth,** who has been selected as . . .

MAD'S OBNOXIOUS SPORTS SPECTATOR OF THE YEAR

ARTIST: JACK DAVIS WRITER: LOU SILVERSTONE



You are a fan—wanting to see the players warm up!

What players?!? I wanna warm up!

NAMATH, YOU'RE A %$#@& STIFF!

CASTER, YOU GOT CEMENT HANDS!

WINNERS?!? YOU'RE ALL LOSERS!

Where are you going? It's time for the kickoff!

Me? I'm goin' for a hot dog! I ALWAYS go during kickoffs and other crucial plays! It really bugs people! Hey, Mac, would you mind gettin' out of my way? Cheez! Some people ain't got no manners at all!

It's Giants' ball, first and ten!

Another thing I like to do is listen to a DIFFERENT game on my portable radio! It drives everybody around me up the wall!

Hey! Turn that %$#& thing off!!

I'll tell you one thing! I know this game! I would've made a really great Coach!

C'MON! PASS THE BALL! PUT IT IN THE AIR!

The other team intercepted!

Namath, you dumb bum!! Why didn't you stay on the ground?!

C'mon! Let's go!

But the game's not over yet!

It is as far as I'm concerned! My flask of booze is empty—and I'll freeze!

In SEPTEMBER . . .?!?

Lester, do you have a favorite sport?

I love 'em all . . . football, hockey, basketball, track! I see every game!

How do you manage to see all those sporting events?

It ain't easy! I haven't been home in three months!

C'mon, you %¢&$# CANUCKS! Let's see some ACTION out there!

What a dull game!

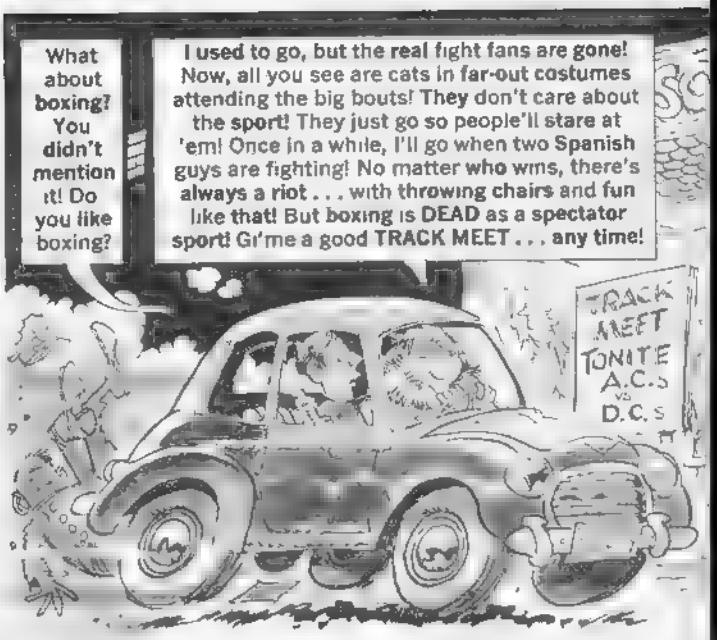
I think it's very exciting! The score is tied!

Who cares about the SCORE?!? There hasn't been one lousy FIGHT yet! And even worse . . . no BLOOD!! Well, I might as well throw this rotten fruit I brought! Maybe it'll inspire them bums into some rough stuff!

Next, we're gonna see a tennis match!

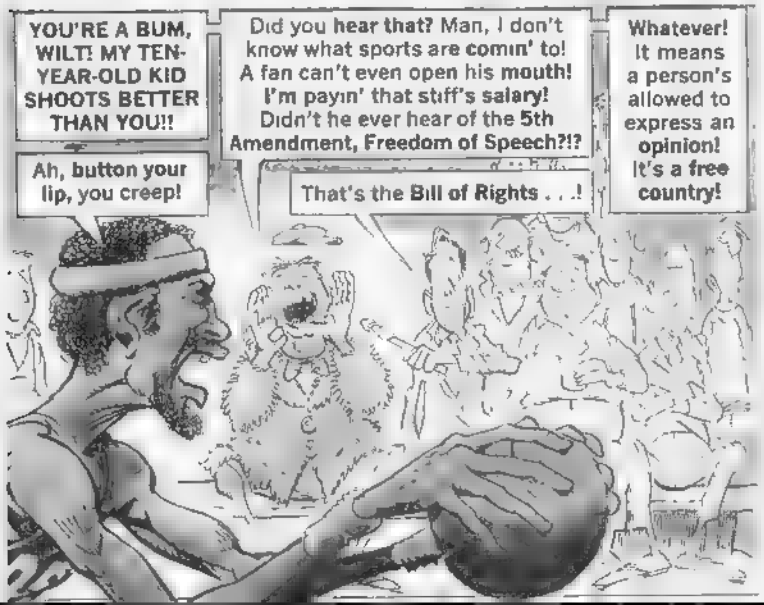
I'm surprised you like tennis, since yelling, cursing and rowdy behavior are frowned upon at tennis matches!

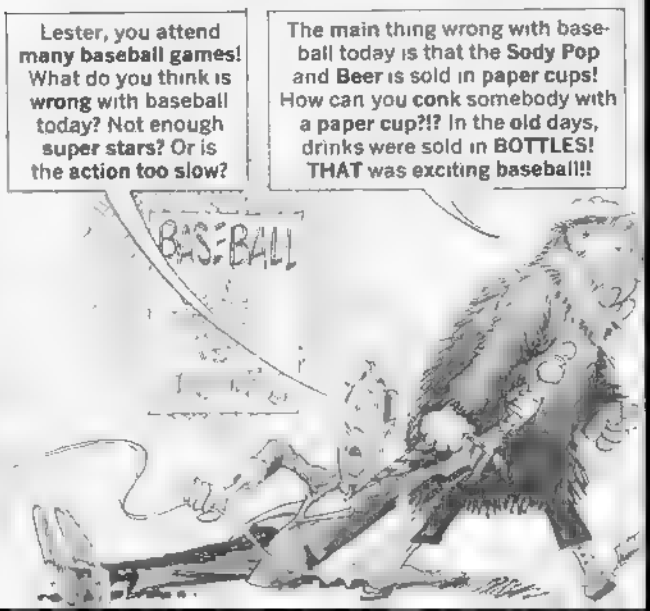
Yeah! There's not much action, but I get my kicks! Listen—
Watch . . . OUT!!
See that? The dummy thought the Linesman made that "Out" call, and he let the ball go! Now he'll start an argument . and the fans'll boo him for unsportsman-like conduct!
BOOO!
BOOO!
Off the court!!

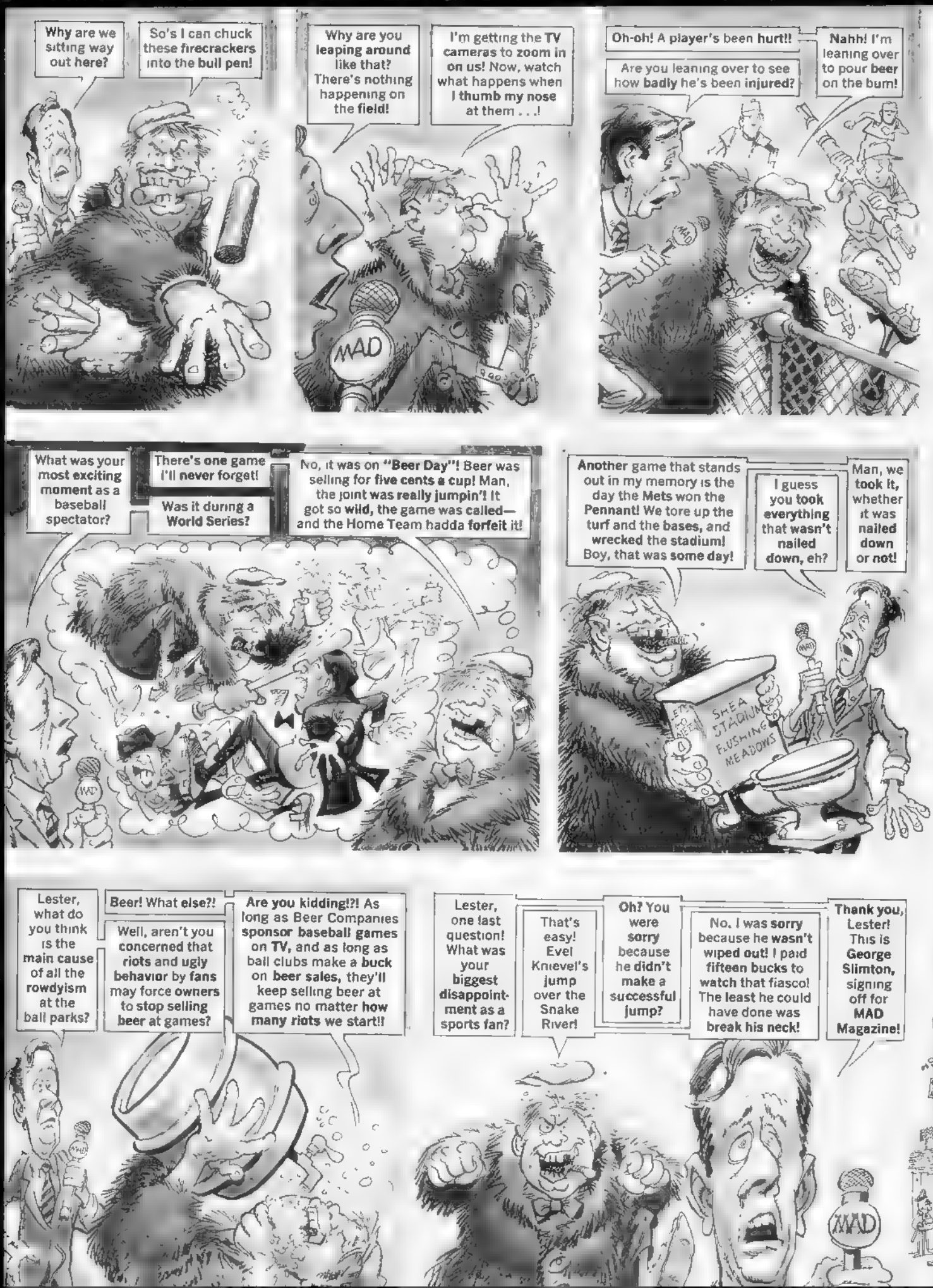

What about boxing? You didn't mention it! Do you like boxing?
I used to go, but the real fight fans are gone! Now, all you see are cats in far-out costumes attending the big bouts! They don't care about the sport! They just go so people'll stare at 'em! Once in a while, I'll go when two Spanish guys are fighting! No matter who wins, there's always a riot . . . with throwing chairs and fun like that! But boxing is DEAD as a spectator sport! Gi'me a good TRACK MEET . . . any time!
TRACK MEET TONITE A.C.'s vs D.C.'s

Do you prefer indoor —or outdoor track meets?
INDOORS, of course!
Is it because you get a much closer view of the action?
No, it's because when I smoke these cheap cigars indoors, I not only bother everybody sitting around me, but the air gets so polluted, the runners can't breathe!
C'MON, YOU BUM! RUN! I PAID TO SEE A FOUR-MINUTE MILE, SO RUN, DAMMIT!

Then track is your favorite indoor sport?
No . . . my favorite is basketball!
Oh? Is that because you enjoy the fast pace and high scoring?
No . . . it's because in other sports, you sit so far away, the refs and the players can't even hear you! But in basketball, when you yell . . . they listen!


YOU'RE A BUM, WILT! MY TEN-YEAR-OLD KID SHOOTS BETTER THAN YOU!!
Ah, button your lip, you creep!
Did you hear that? Man, I don't know what sports are comin' to! A fan can't even open his mouth! I'm payin' that stiff's salary! Didn't he ever hear of the 5th Amendment, Freedom of Speech?!?
That's the Bill of Rights . . .!
Whatever! It means a person's allowed to express an opinion! It's a free country!


Lester, you attend many baseball games! What do you think is wrong with baseball today? Not enough super stars? Or is the action too slow?
The main thing wrong with baseball today is that the Sody Pop and Beer is sold in paper cups! How can you conk somebody with a paper cup?!? In the old days, drinks were sold in BOTTLES! THAT was exciting baseball!!
BASEBALL

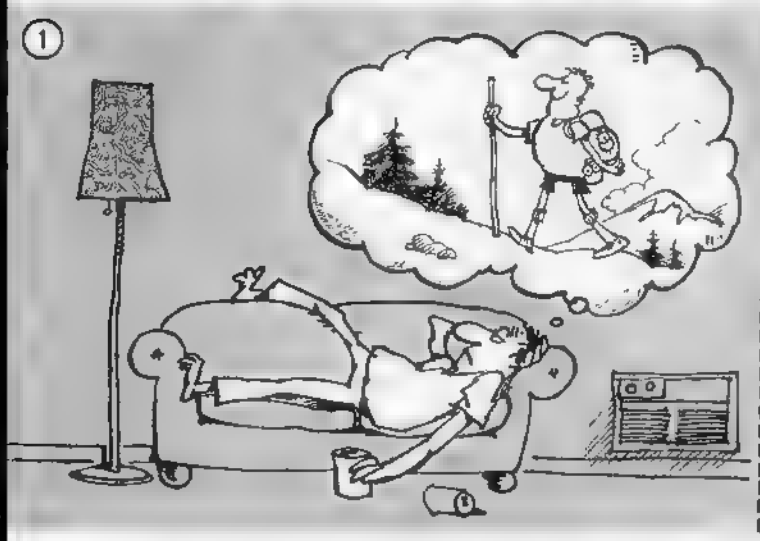

Why are we sitting way out here?
So's I can chuck these firecrackers into the bull pen!
Why are you leaping around like that? There's nothing happening on the field!
I'm getting the TV cameras to zoom in on us! Now, watch what happens when I thumb my nose at them . . .!
MAD
Oh-oh! A player's been hurt!!
Are you leaning over to see how badly he's been injured?
Nahh! I'm leaning over to pour beer on the bum!
What was your most exciting moment as a baseball spectator?
There's one game I'll never forget!
Was it during a World Series?
No, it was on "Beer Day"! Beer was selling for five cents a cup! Man, the joint was really jumpin'! It got so wild, the game was called—and the Home Team hadda forfeit it!
Another game that stands out in my memory is the day the Mets won the Pennant! We tore up the turf and the bases, and wrecked the stadium! Boy, that was some day!
I guess you took everything that wasn't nailed down, eh?
Man, we took it, whether it was nailed down or not!
SHEA STADIUM FLUSHING MEADOWS
Lester, what do you think is the main cause of all the rowdyism at the ball parks?
Beer! What else?!
Well, aren't you concerned that riots and ugly behavior by fans may force owners to stop selling beer at games?
Are you kidding!?! As long as Beer Companies sponsor baseball games on TV, and as long as ball clubs make a buck on beer sales, they'll keep selling beer at games no matter how many riots we start!!
Lester, one last question! What was your biggest disappointment as a sports fan?
That's easy! Evel Knievel's jump over the Snake River!
Oh? You were sorry because he didn't make a successful jump?
No, I was sorry because he wasn't wiped out! I paid fifteen bucks to watch that fiasco! The least he could have done was break his neck!
Thank you, Lester! This is George Slimton, signing off for MAD Magazine!
MAD

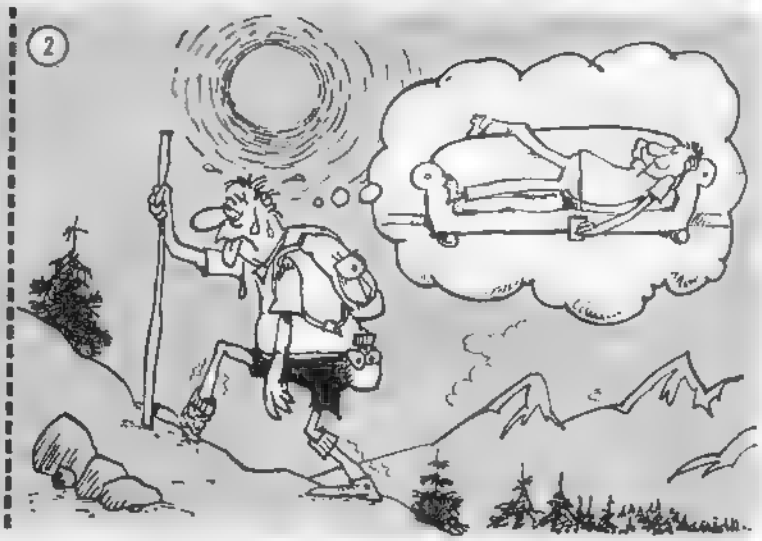
DON MARTIN DEPT. PART II

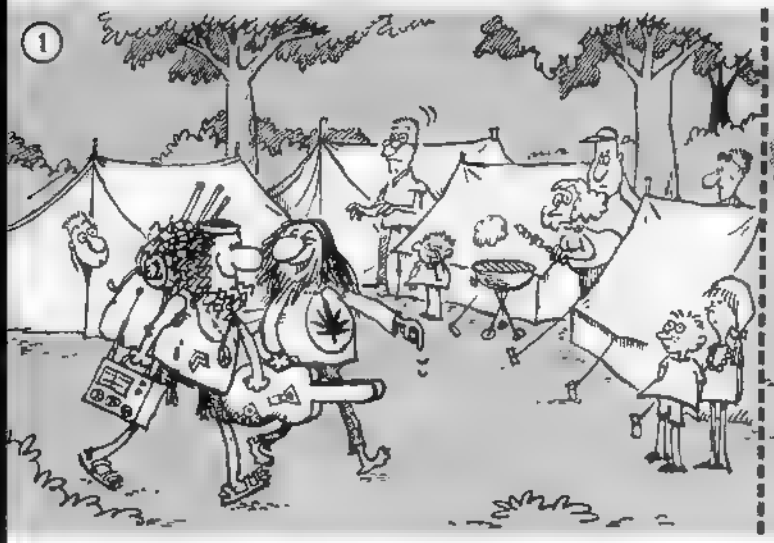
ONE FINE DAY IN SUBURBIA

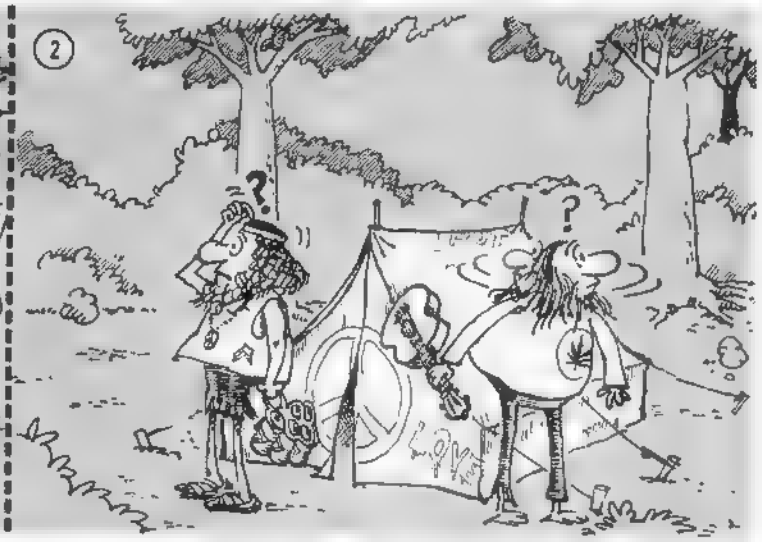
CAMP-SIGHT-GAGS DEPT.

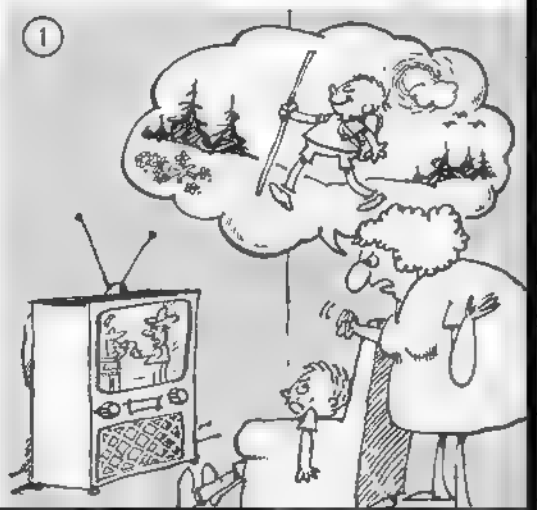
A MAD LOOK AT





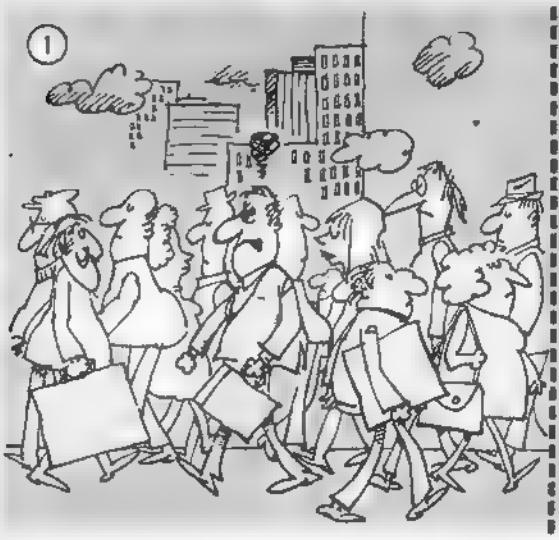


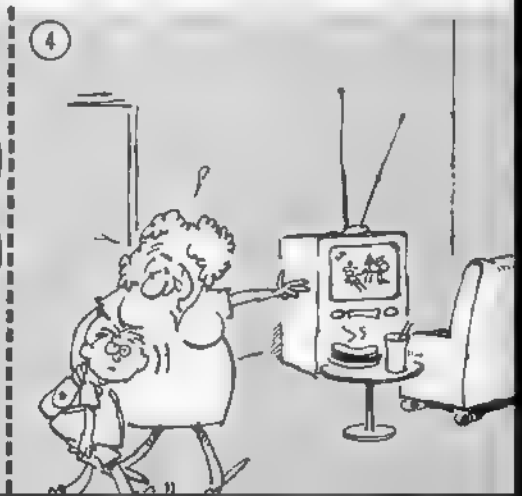


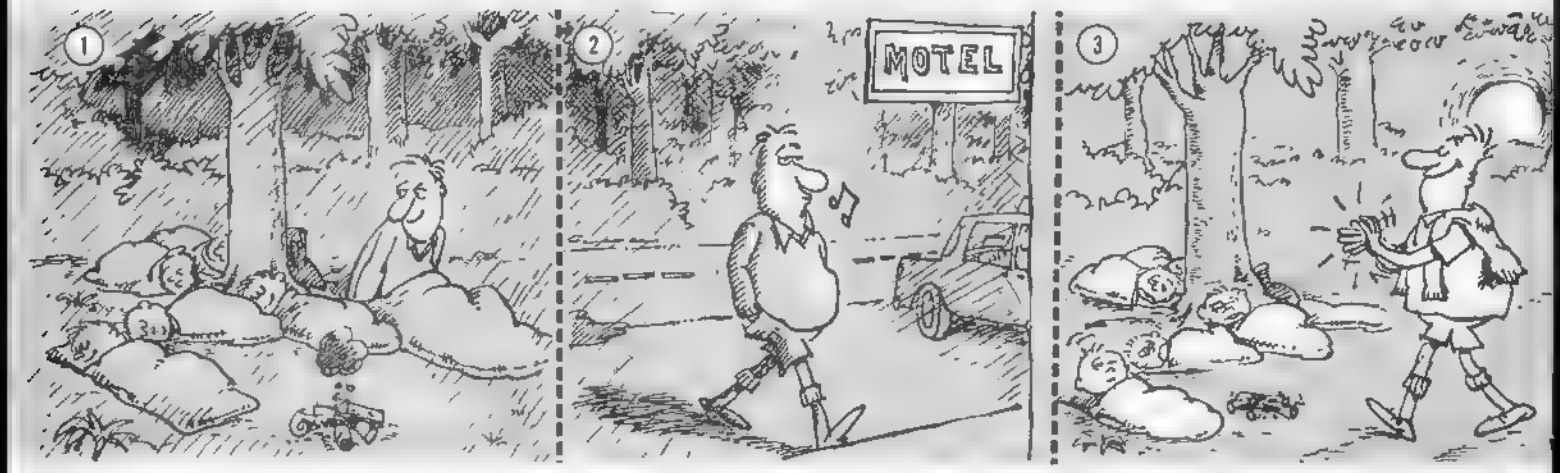


BACKPACKING

ARTIST & WRITER:
SERGIO ARAGONES





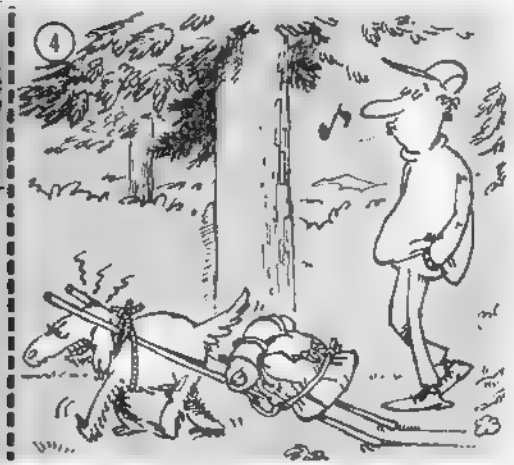

MOTEL

CAMPING
BACKPACKING

1
SLEEPING BAGS
JUST ADD WATER
DEHYDRATED FOODS
SOUPS
EGGS
VEGETABL
FISH

2

3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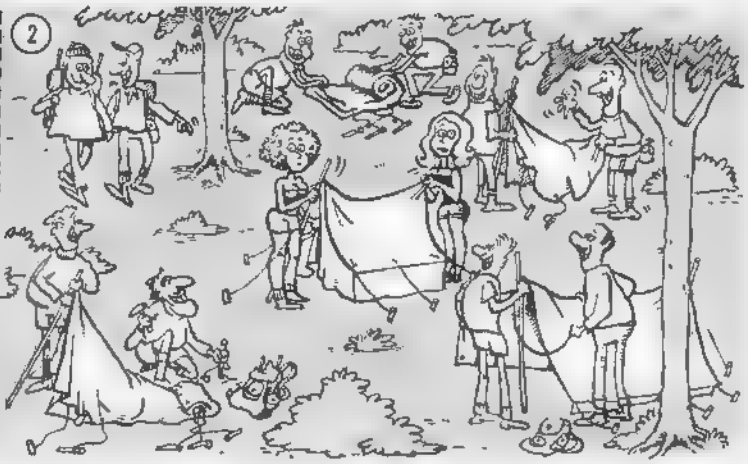
PAA

1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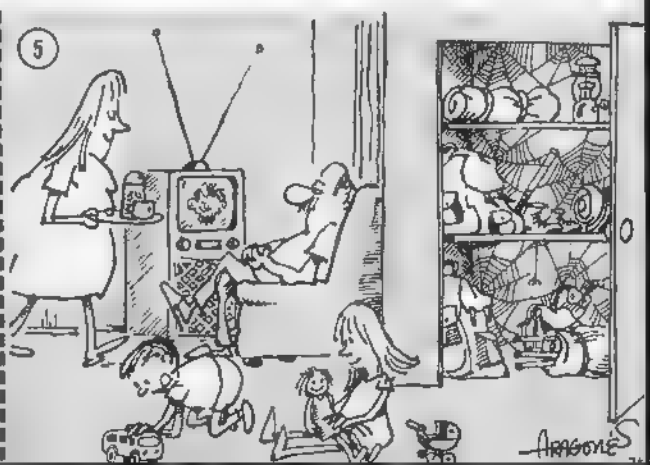
SPLAT!

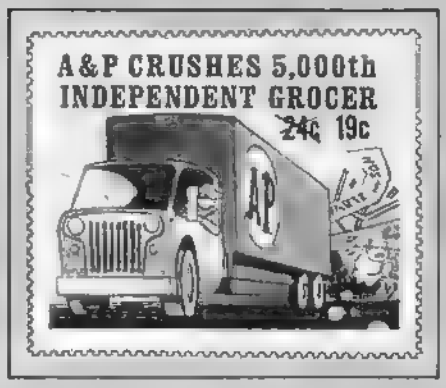
4

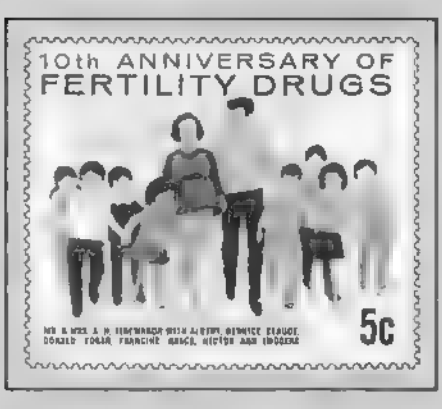

5
ARAGONES

PHILATELIC LIKE IT IS DEPT.

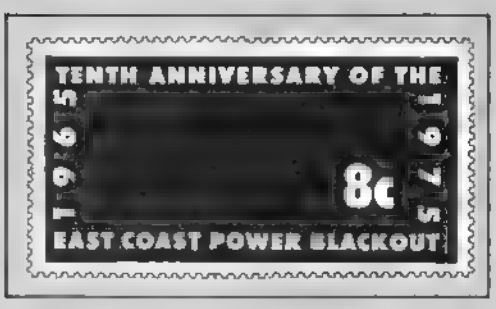
U.S. COMME

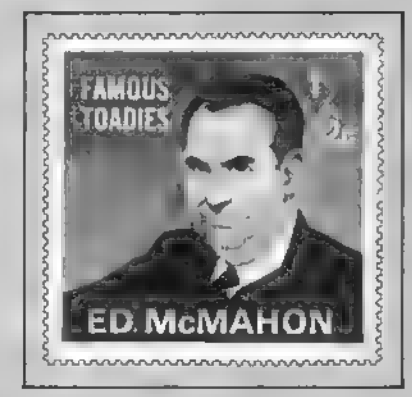
Every year the Postal Service issues a batch of new commemorative stamps, and every year we see the same old kind of subjects. You know—great Presidents, anniversaries of cherished events, renowned scientists, stuff like that. If MAD had its way, the Postal Service would issue stamps that told it like it really is. Not that it will ever happen! That's why we've titled this article





LINDA LOVELACE
Commemorative
$2.00
Deep Blue



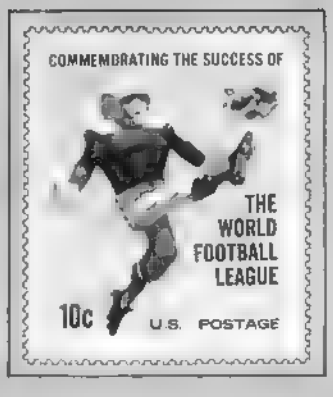


Commemorating
THE COLLAPSE OF
THE AMERICAN
DOLLAR
0 c
Gold & Silver

MORATIVE STAMPS

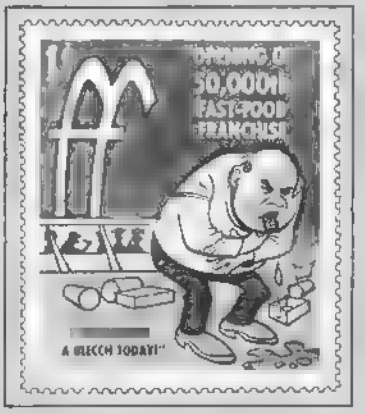
That We'll Never Get To See

ARTIST: BOB CLARKE WRITER: FRANK JACOBS

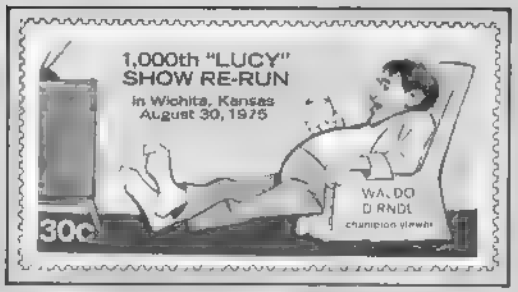


10th Anniversary
of
School Busing
6 c
Black & White

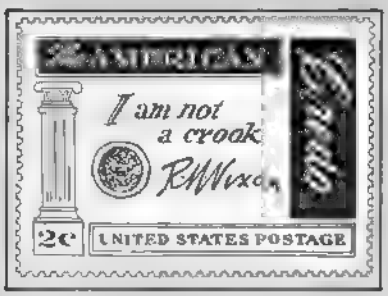
50th Anniversary
AMERICAN
COMMUNIST PARTY
3 c
Red



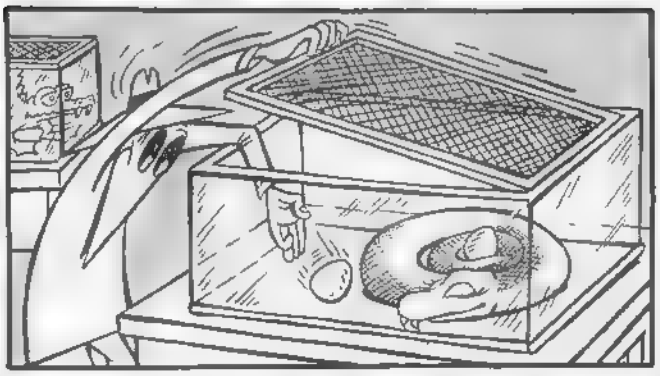
Howard Johnson
Commemorative
29 c
Chocolate, Vanilla
Strawberry, Cherry,
Peach, Pistachio,
Butter Pecan,
Coffee, etc.

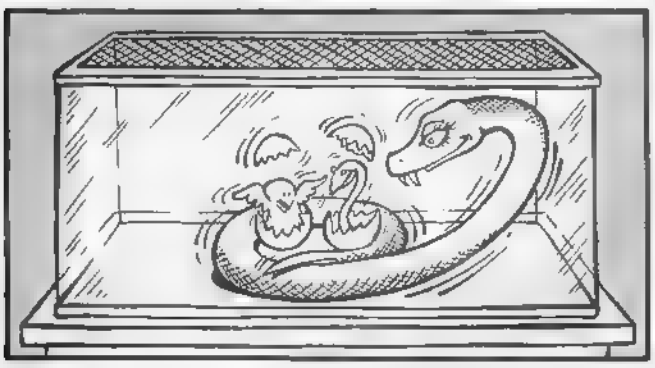


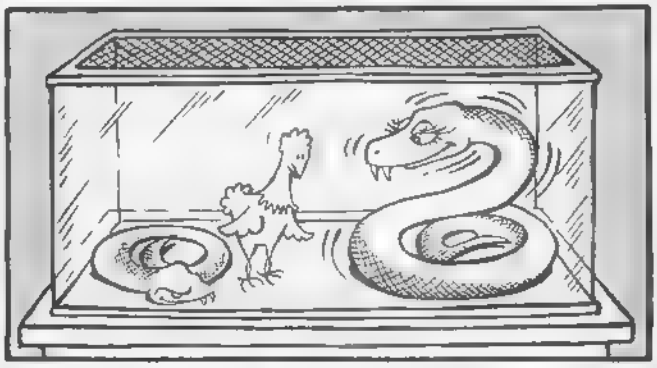
Saluting America's
Used Car Dealers
7 c
Lemon

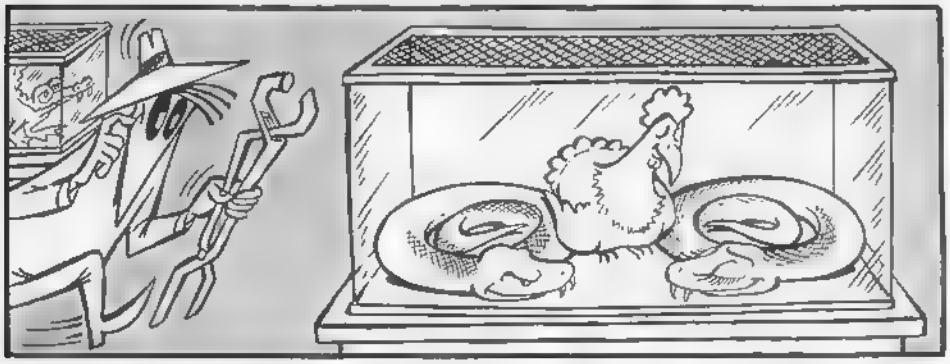


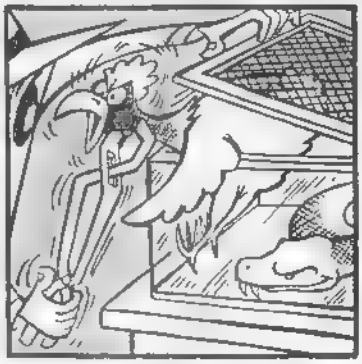
SDY VS SDY

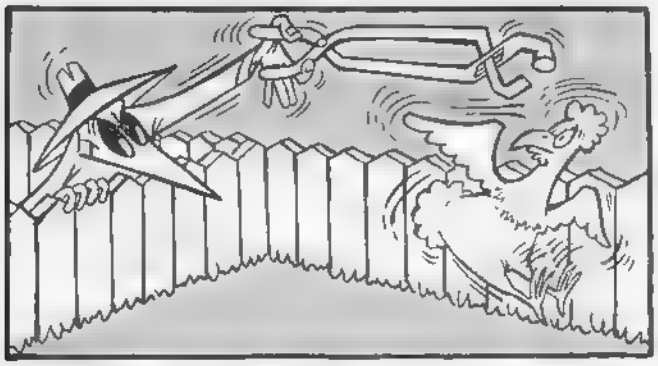


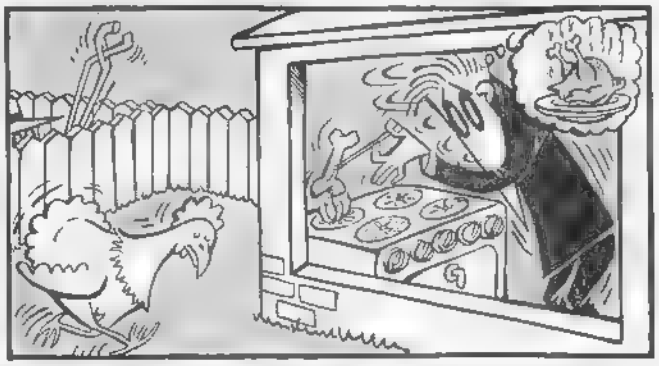


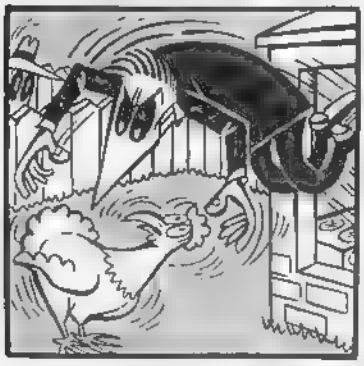


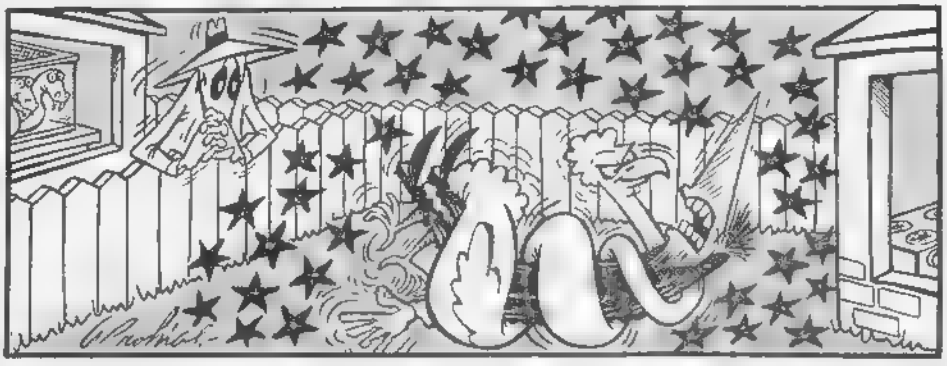












SHOE BIZ DEPT.

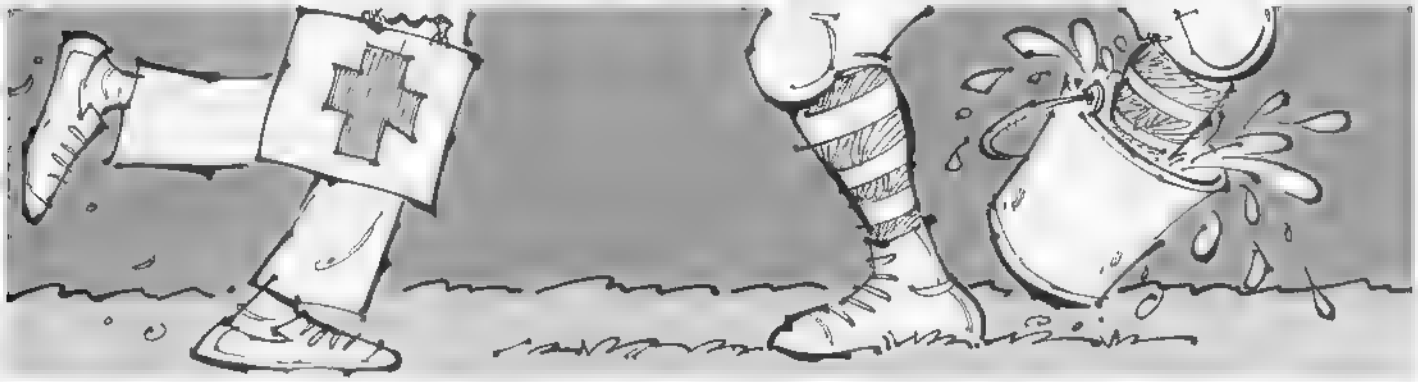
FOOTNOTES*

ARTIST: PAUL COKER, JR.

*"Man . . . your **hands** are *cold*!!"

*"Our Spotter wants to tell you about a **weakness** in their **defense**. . ."

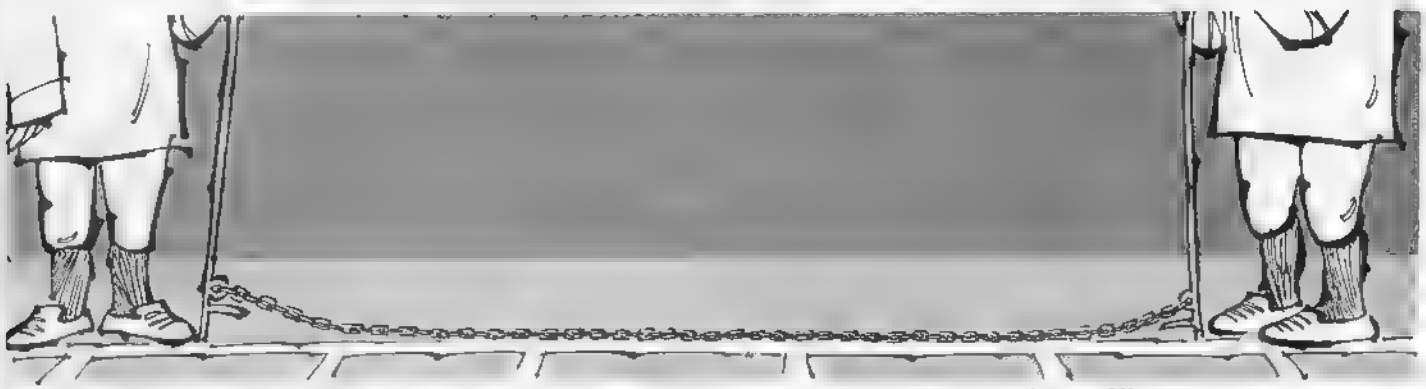
*"Boy, are **YOU** offside!"



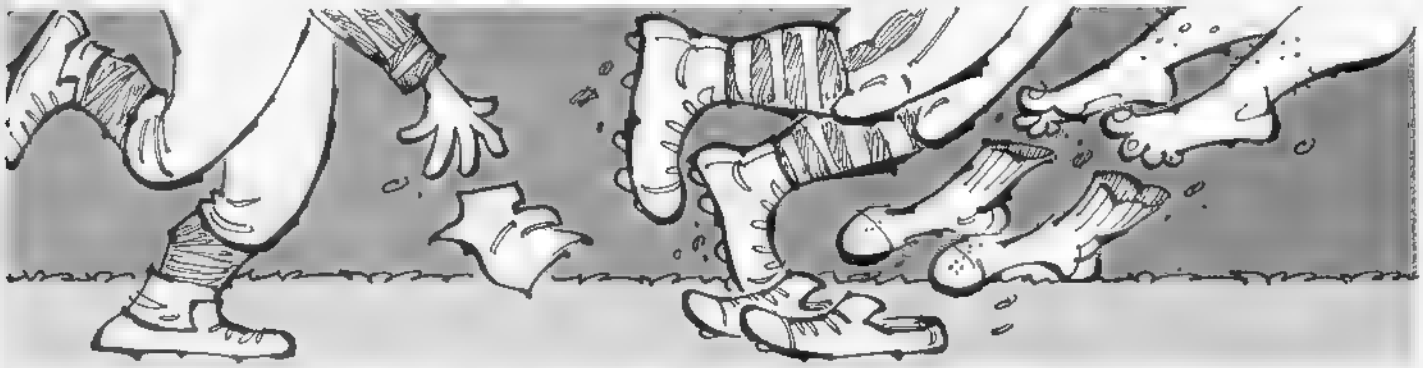
*"It's not exactly an **injury**. . ."

TO FOOTBALL

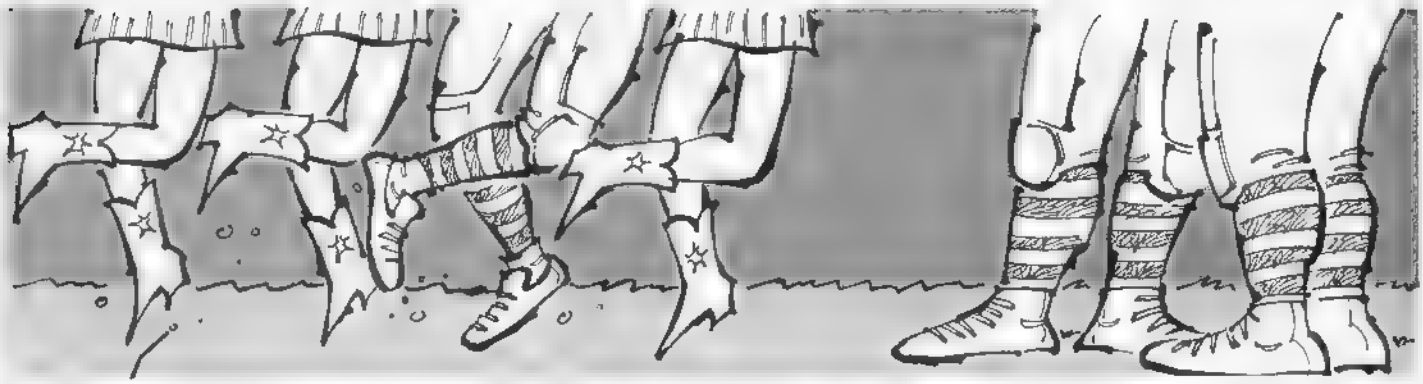
WRITER: PAUL PETER PORGES



*"Do I go towards **you**...or do you come towards **me**?"



*"Unnecessary roughness...!!"



*"...and *that's* why they call him **'Broadway Joe'**!"

***"Congratulations!** You just kicked **two yards of Astroturf** through the **uprights!**"

R-I-N-G R-I-N-N-G R-I-N-N-N-G!!

Hello . . . ? Oh, hi, Baby! Uh—I think **YOU'RE** groovy too! Yeah! Listen, I . . . I can't get into a **heavy conversation** right now! Why don't you drop by and see me in the **shop** tomorrow? Okay . . . ? See yuh . . . !

Who was that? Another **"Old Girlfriend"** calling in the middle of the night?

No, a **wrong number!**

R-I-N-N-G!!

Ooops! There's my phone again! Hello . . . ? Yeah! Sure! Sure! I'll be right over!

Okay! **NOW . . .** who was **THAT!?!**

A customer from the **shop!** It's an emergency! She wants me to rush right over and **tease her hair—** and other sections!

I'm **sorry,** Gorgeous, but I can't **deal** with this! All these calls from sick **neurotic sex-starved Beverly Hills females!** I've got a good mind to put on my **clothes** and go home to my **Husband!!**

ARTIST: ANGELO TORRES

I'd like to get a **loan** to open my **own Beauty Shop!**

I see! And what sort of **references** do you have?

Well . . . I do **Suzanne Pleshette!**

Pardon me?

Her **HAIR!!** I do **Suzanne Pleshette's HAIR!!**

I'm afraid being the **Hairdresser** of the **co-star** of **"The Bob Newhart Show"** is not exactly the kind of **collateral** we have in **mind!**

You don't understand, Man! I've got the **HEADS!** They **all** use me . . . the **grooviest broads in Beverly Hills . . .** Sally Fields, Barbara Rush, Jill St. John, Eydie Gorme, Angie Dickinson, Hermione Gingold, Maria Ouspenskaya, Gale Storm, Wayne Newton, Tony Orlando and Dawn and Dino and Desi and Liberace!

Those references are a **farce,** Mr. Carlyle! This is a **respected Beverly Hills Bank,** dealing in **conservative financial investments** typical of all Southern California Banking Institutions!

You **creep!** You mean you're **turning me down?**

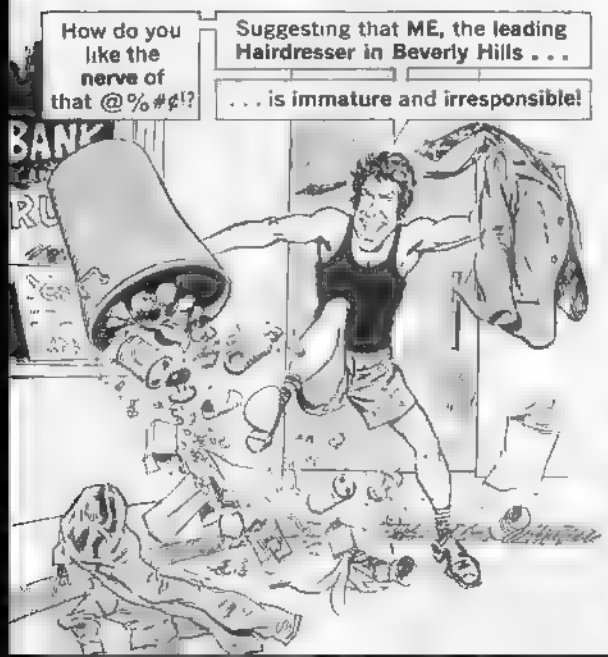
Yes— and don't ever **come back** to the **Joan Blondell Bank and Trust Co.!**

RABBIT WARREN DEPT.

Hi! I'm **Warren Beautty!** You've just seen the **opening scene** in my **latest film!** I've come a **long way** from my **first** big movie, **"Bonnie and Clyde"** . . . in which I played a **sick, neurotic, psychopathic killer** with **strange sexual problems!** In **this** movie, I play a **sick, neurotic, psychopathic HAIRDRESSER** with **strange sexual problems!** Yep, if you think **Clyde Barrow** had hang-ups, just follow the sexual adventures of **this** flako, who makes out with every female in sight **all day long** and ends up . . .

SHAMPOOPED

WRITER: ARNIE KOGEN



Tell me, Gorgeous, how does it feel being the only straight Hairdresser in Beverly Hills . . . ?

It's like being a successful show on TV! I'm a "Hit" . . . but there's a lot of pressure on me to come through all the time!

I understand you didn't get the loan from the bank! Talk to my Tycoon Husband, Lesser! He'll bankroll you!

You mean it?!? You really think he'd put his money behind a vacant, self-indulgent pleasure-seeker with no sense of values?!?

He's supporting ME, isn't he?!?

Felandera says you're a good investment, but I don't know— giggle, giggle! A Beauty Shop?! It's an unusual business! How'd you get into it?

I—I went to Beauty School . . . and got my Operator's License after I graduated!

You—you GRADUATED from Beauty School?!?

You wouldn't believe the Ceremony! They played the theme from "Hair" . . . and everybody MINCED down the aisle!

Lesser, I've got to talk to you! I'm getting fed up with our arrangement!

Oh . . . uh . . . Jerkie, this is Gorgeous!

We've met!

Yeah! She was great!

Er . . uh . . . Jerkie is a little edgy because we have an "arrangement" that's rather unorthodox for Beverly Hills!

Yes! He's seeing his WIFE on the side!

Listen, I've got a great idea! I'm throwing a little Election Night Party at "The Bistro" tonight! My Wife is going to be there, so . . . Gorgeous, why don't you bring Jackie for me? It should be a fantastic evening! We can see who wins . . . in the National Race . . . and in the Marital Race! See you guys later, huh . . .

WOW! That should be FIREWORKS! Lesser and I are having an affair and he's inviting me to the same party as his Wife!

Yeah, and while you've been messin' around with HIM, I've been messin' around with HIS Wife!

And HE doesn't know that YOU and I have been messin' around for years!

C'mon, let's go VOTE . . . and then I gotta get back to the Shop!

Y-you expect US to VOTE?!?

Of course!! As two PLAIN ORDINARY EVERYDAY AMERICANS, it's our duty!

. . . and my Therapist says it's perfectly all right to make love in a mask and flippers if that's how I get my kicks! I know it's my first time here, but as my Hairdresser, I just have to pour my heart out to you . . .

Of course! You go right ahead! I understand!

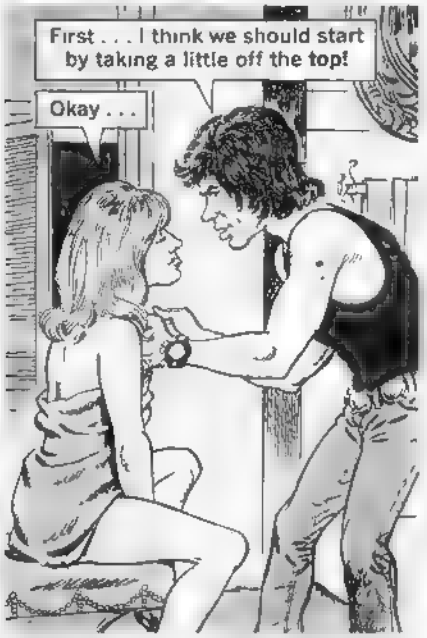
Say, isn't this a rather STRANGE POSITION for drying hair?

If you think THIS is strange, wait'll I do your SET! It'll blow your mind!

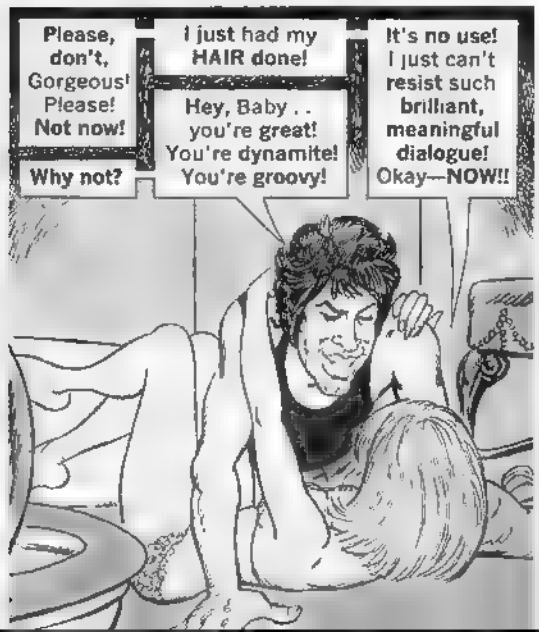
I gotta split, Norbert!
Yeah, I'm mentally wiped out from the Cut . . ! Let somebody else do the Curl!
Well, let me put it this way! It's something that you can't possibly do!
Right in the middle of a Cut and Curl?!
But where are you going? What can you possibly do in the middle of a Tuesday afternoon in Beverly Hills?

Hey! Hi, ya?
Hey, there, Man! I see YOU'RE a mixed-up product of the '60's, too!
Yeah! We're a lot alike! We're both on cycles . . both trying to escape conformity . . . both with no real values . . . and both with tremendous hang-ups!
Right, Man! And you know what my BIGGEST hang-up is? It's always bugged me that my Sister is a more famous Movie Star than I am!
Yeah! I know what you mean! There's a lot of that going around!

What are you doing here!?
Hi, Jerkie! I came to do your hair for the party!
Okay, come in! I really DO want to look great tonight!
What hair style would you like?
What else?! The ONE hair style that's the—the PRETTIEST I've seen in this picture so far! YOURS!!


First . . . I think we should start by taking a little off the top!
Okay . . .

HEY!!
I didn't think you meant THAT top!!


Please, don't, Gorgeous! Please! Not now!
Why not?
I just had my HAIR done!
Hey, Baby . . you're great! You're dynamite! You're groovy!
It's no use! I just can't resist such brilliant, meaningful dialogue! Okay—NOW!!

Hi, Jerkie! I came— Oh . . I didn't know you had company!
My goodneth! Either come in, or go out!
Y'know, I'm beginning to wonder!
If I'm gay, or straight?
No . . . if I was an idiot to take such a demeaning, silly role!
Actually, Gorgeous, I've got a feeling you've been making out with Jerkie!
Can you prove it?
I'll dust for fingerprints!

So you're Gorgeous . . . my Mother's Hairdresser?

No, but she'll be back! While we're waiting, how about some chopped liver! We also have lox, stuffed derma, brisket—

Food is one of the most important of Human drives!

That's right! Is she home?

Gee, kid . . . you seem rather excessively hung up on food!

How about sex?

I thought you'd never ask!

Gorgeous! I don't believe this! You and LOONA?!? How could you do it?!

I'll tell you ONE thing! I'm going to take this lying down!

Are you kidding?! In THIS picture?! Quick . . . into the bedroom!

I'll answer that! MAGNIFICENTLY!

Don't you mean you're NOT going to take this lying down!?!

Well, here we are at "The Bistro!" Now . . . let's get our roles straight! Jerkie, I'm escorting you, who has the hots for me but is being "kept" by Lesser, whose Wife and Daughter I've just had an "affair" with! Jilt, here, is my Girlfriend, who thinks I'm faithful, but in her frustration, is getting even with me by dating Jaunty who's trying to put the make on her and take her to Egypt! Jaunty . . . you're new in this crowd! What do you think of it?

This is certainly the most immoral group of individuals our Society has ever produced!

Hey, quiet, everyone! Nixon and Agnew are going to speak!

Wait! I take it back! The SECOND most immoral group!

Oh, Felandera, there you are! I'd like you to meet everyone! You know Gorgeous! And this is Jilt, and Jaunty . . . and this is Jerkie! Er . . . say, it's awfully quiet in here, with everyone staring daggers at each other! We could sure use something to break the tension . . .

Well, it looks like Jerkie is doing something to break the tension!

She's drunk, and she's crawled under the table!

Yes, and she's doing an "X" thing in this "R" movie! She's wearing a lampshade on her head!

A LAMPSHADE?! That's the oldest, squarest trick around!

But the lampshade is ALL she's wearing!

Wow! What a wild party! It's even MORE bizarre than the one we left! Who owns this huge mansion, anyway?

They never explain it in the picture!

But it IS another Election Night party . . . ?

Oh, sure! And from what they're smoking, I think they're waiting for the returns of the Mick Jagger—John Lennon race!

Hey, man! Would you like a drag?

Uh . . . no, thanks! I'm a staunch, conservative Republican! I'll stick to Scotch and Water!

Wanna dance the Hully Gully, man?

Uh . . . no, thanks! I'm a staunch, conservative Republican! I'll stick to the good old Fox Trot!

How about some nude swimming?

Suddenly, I'm a lunatic fringe Liberal! Let's GO!!

Wow! Look at that couple making out in there!

Can you see who it is . . .?

Why, it's Gorgeous and Jerkie!!

Incredible! That's the 28th intimate act he's had in the last 11 hours! What a lucky guy that Warren Beautty is—to be cast in such a great role!

What—lucky!?! He wrote and produced the picture, then cast HIMSELF in the role!

Oh . . . ! No wonder!

Your messing around has finally got you into serious trouble, Gorgeous . . . !

Oh, yeah? How?

Think about this! I've got two husky bodyguards outside!

Well . . . think about THIS! The only member of your family I HAVEN'T had an affair with is YOU!

Tell me, Gorgeous! Why do you do it? Why do you have this strange compulsion?

Don't you see? I'm really a SYMBOL of the late 1960's era! I'm actually no different than those two guys who just won the election! And that's the MORAL of this movie!

You're kidding?!? You're comparing YOURSELF to NIXON . . . and AGNEW?!?

That's right! THEY'RE gonna do to this country what I've been doing to everyone in this picture!

We're finished, Gorgeous! You've been cheating on me . . . lying to me . . . deceiving me! I can't live with such a shallow and immature Don Juan! I'm leaving you for a much more meaningful existence!

You're running off with Jaunty?!?

No, I'm joining the cast of a new 1968 TV Show called "Laugh-In," where I'm gonna giggle, say "Sock it to me!" and get water dumped on my head!

This is goodbye, Gorgeous! Lesser has asked me to marry him, and I'm going down to Acapulco with him!

Don't go, Honey! I—I need you!!

Lesser can offer me wealth . . . and security! What can you offer me?

Lots more of what I've been giving you all through this picture . . . !

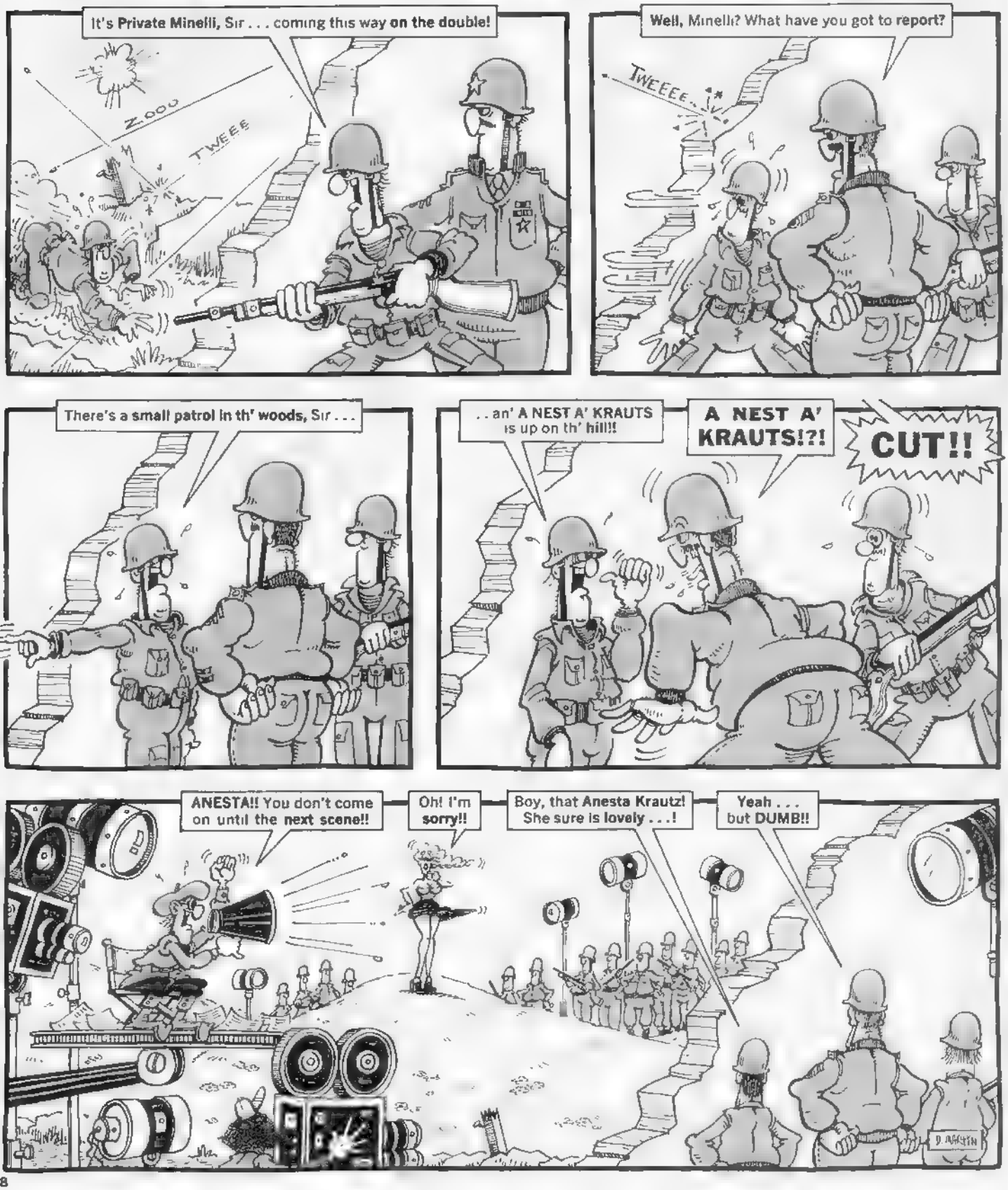
You mean lots more dull, stuttering dialogue . . . lots more conversations in vague, incoherent, incomplete sentences . . . lots more of NOTHING??

FORGET IT, Gorgeous!! I'm going to Acapulco!

HONK HONK

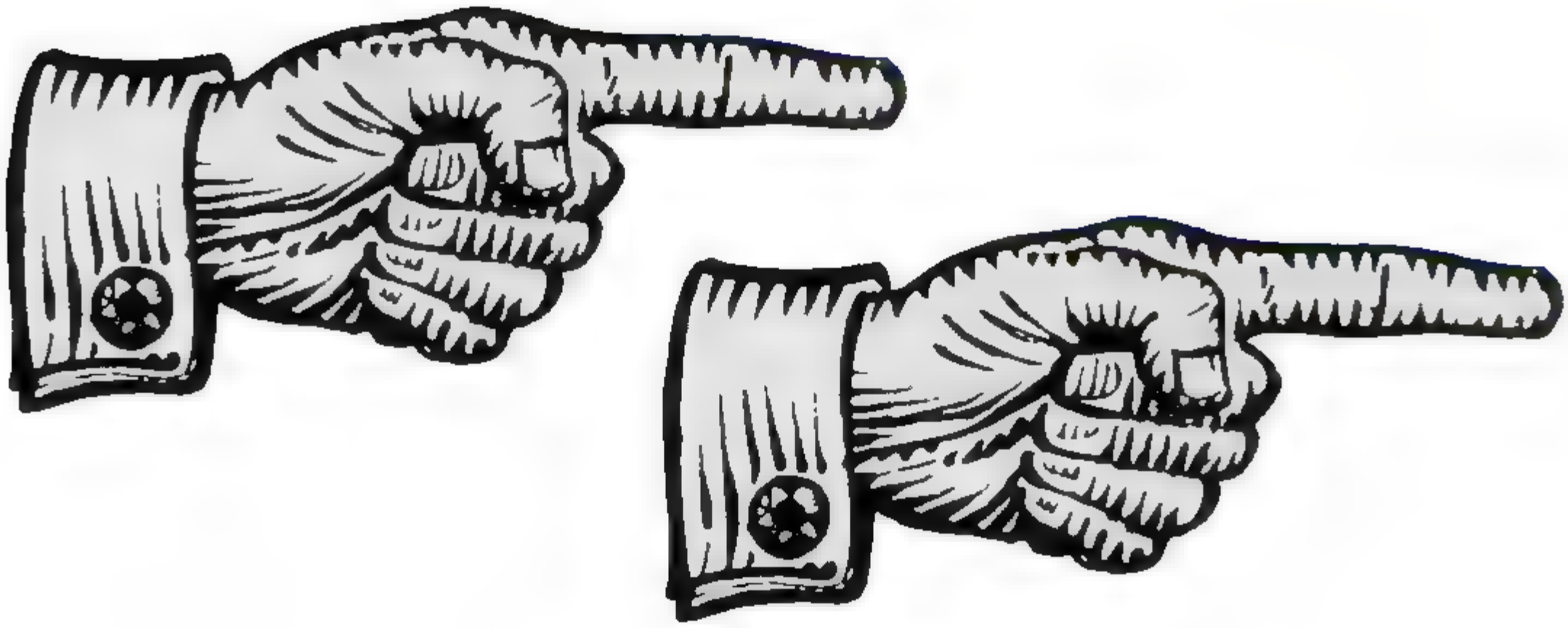
DON MARTIN DEPT. PART III

ONE DAY WHILE FILMING A WORLD WAR II MOVIE



Nothing to see here!

Please skip ahead.



WHEN CAN YOU BE GUARANTEED THE VERY BEST WEATHER?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

Mother Nature is constantly confounding the Weather Experts! But there is one sure way to out-fox the Old Girl and be guaranteed of fantastic weather every time. To learn this little secret, fold in page as shown.

FOLD PAGE OVER LIKE THIS!

A▸ FOLD THIS SECTION OVER LEFT ◂B FOLD BACK SO "A" MEETS "B"

ARTIST & WRITER:
AL JAFFEE

A WEATHERMAN'S JOB WOULD BE A GREAT DEAL SOFTER YEAR ROUND IF NATURE COOPERATED. HOUR BY HOUR VARIATIONS NULLIFY PREDICTIONS IN MANY A LOCATION

A▸ ◂B

WHEN CAN YOU BE GUARANTEED THE VERY BEST WEATHER?

FOLD PAGE OVER LIKE THIS!

A)(B FOLD BACK SO "A" MEETS "B"

ARTIST & WRITER:
AL JAFFEE

AFTER
YOUR
VACATION

A)(B

FISH...OR F

ANOTHER
MAD
MINI-
POSTER

FOUL? A SCENE WE'D HATE TO SEA

PHOTOGRAPHY BY TONY GARCIA